35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AUGUST 14, 1961

The road to uhf: vhf losers plan blockades for FCC's plan 31

Wasilewski slated for NAB executive vp; code post to Swezey 9

Pastore offers bill to have FCC regulate national, regional networks 46

Georgia broadcasters send out clarion call for 'freedom meeting' 62

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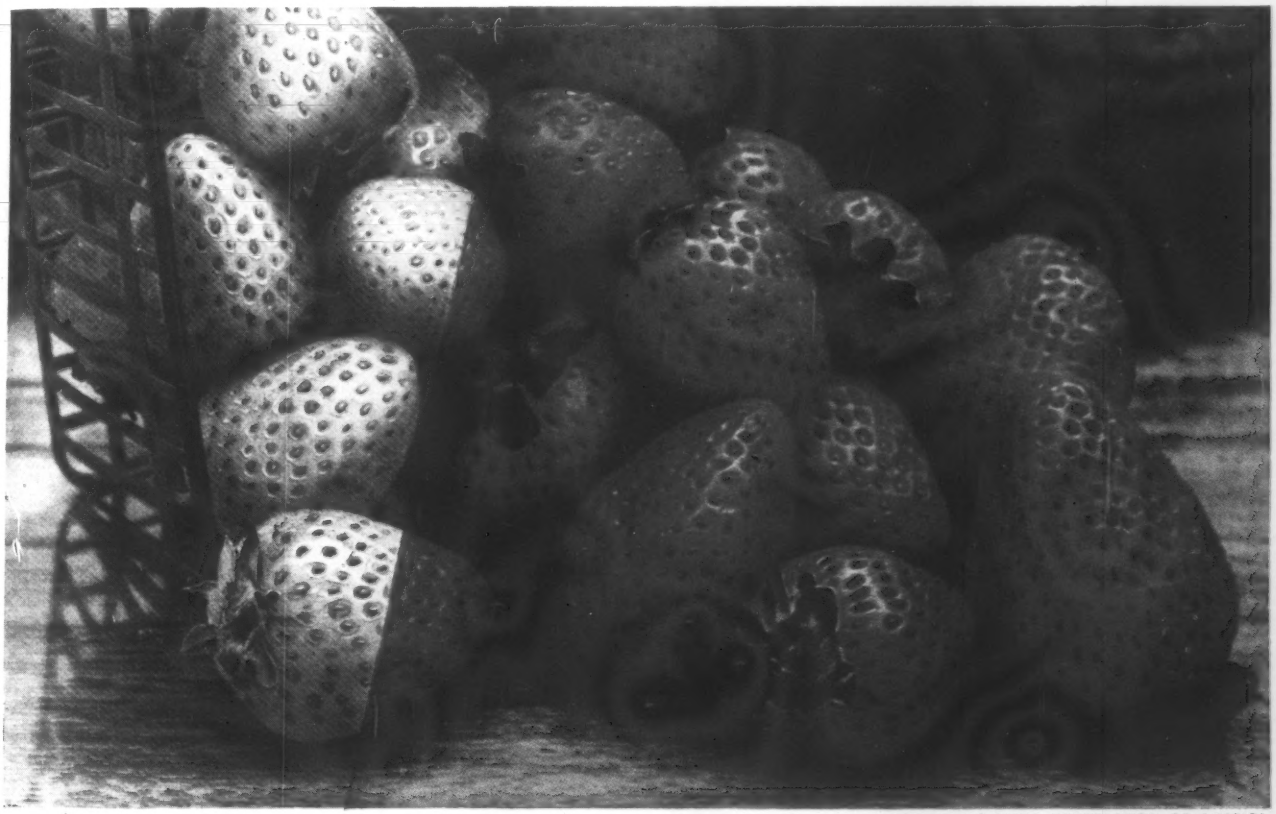


Courtesy of RADIO CORPORATION OF AMERICA

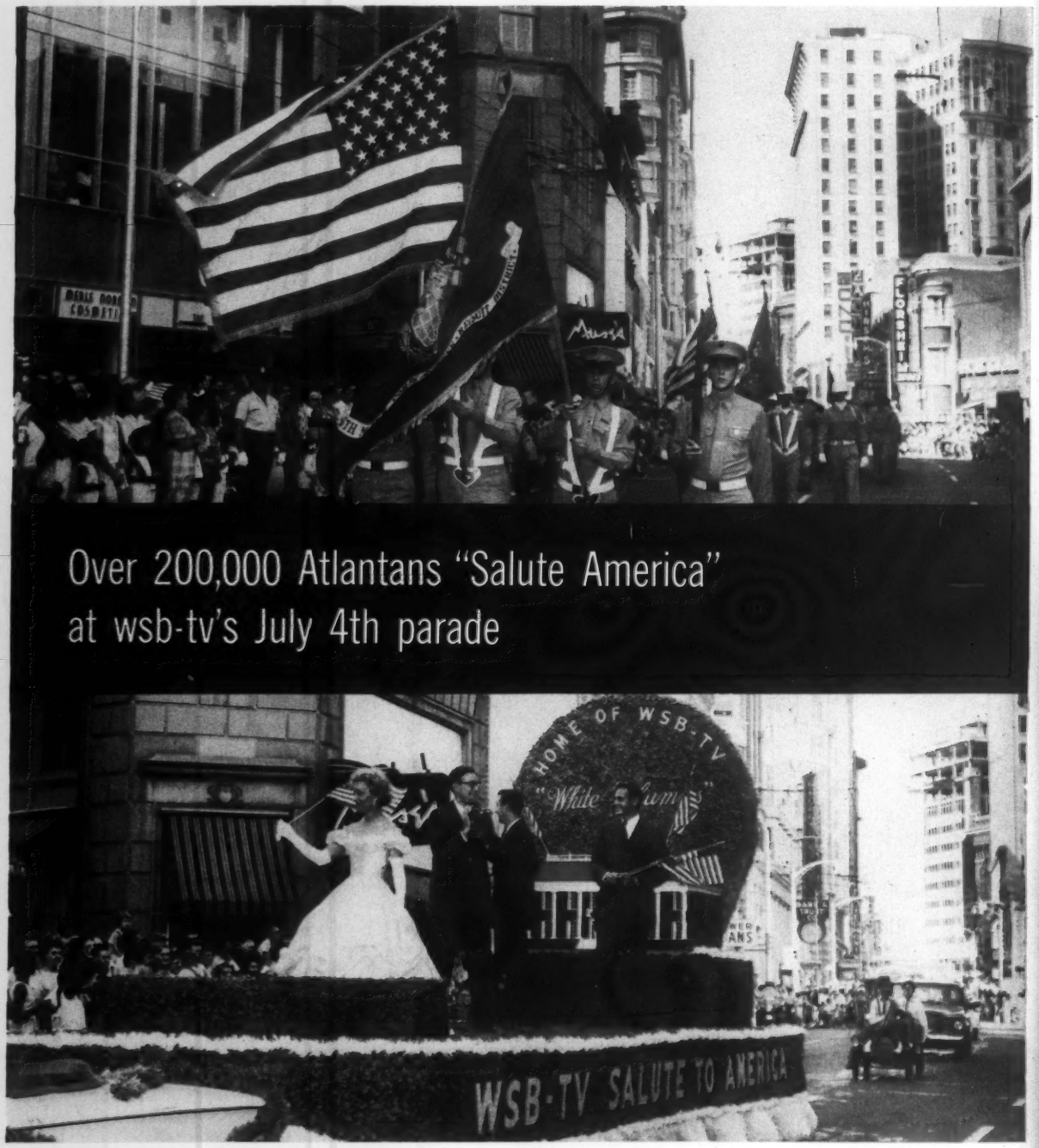
SEE THE DIFFERENCE KPRC-TV MAKES

Food looks so real you more than see the difference—you almost taste it.

Sports *come alive.* Drama actually breathes, and the commercials—the commercials are no longer signals for indifference. On KPRC-TV in Houston, commercials sell, for at KPRC-TV they have believed in television from the very first and put their skills and fortune behind this belief. The result—reasonably priced TV that is *performance-proved.* KPRC-TV has created a new dimension in home entertainment and it has given you one more good reason to expect the first and best in television—today and tomorrow, too!

KPRC-TV

KPRC-TV IN HOUSTON, TEXAS
THE STATION YOU CAN TRUST



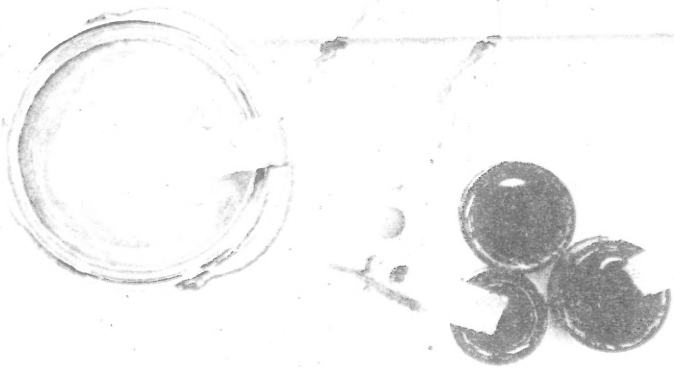
Over 200,000 Atlantans "Salute America" at wsb-tv's July 4th parade

FLAGS FLEW ALL OVER ATLANTA—American flags! Especially along the parade path on July Fourth. As a summer patriotic theme WSB-TV is emphasizing Americanism. Results: stores in metropolitan Atlanta sold out of flags. 200,000 patriots rallied 'round the WSB-TV parade route. The station's "Salute to America" continues with locally produced programs on the Revolutionary, Civil and Cold wars. People in Atlanta look to WSB-TV... the traditional leader.

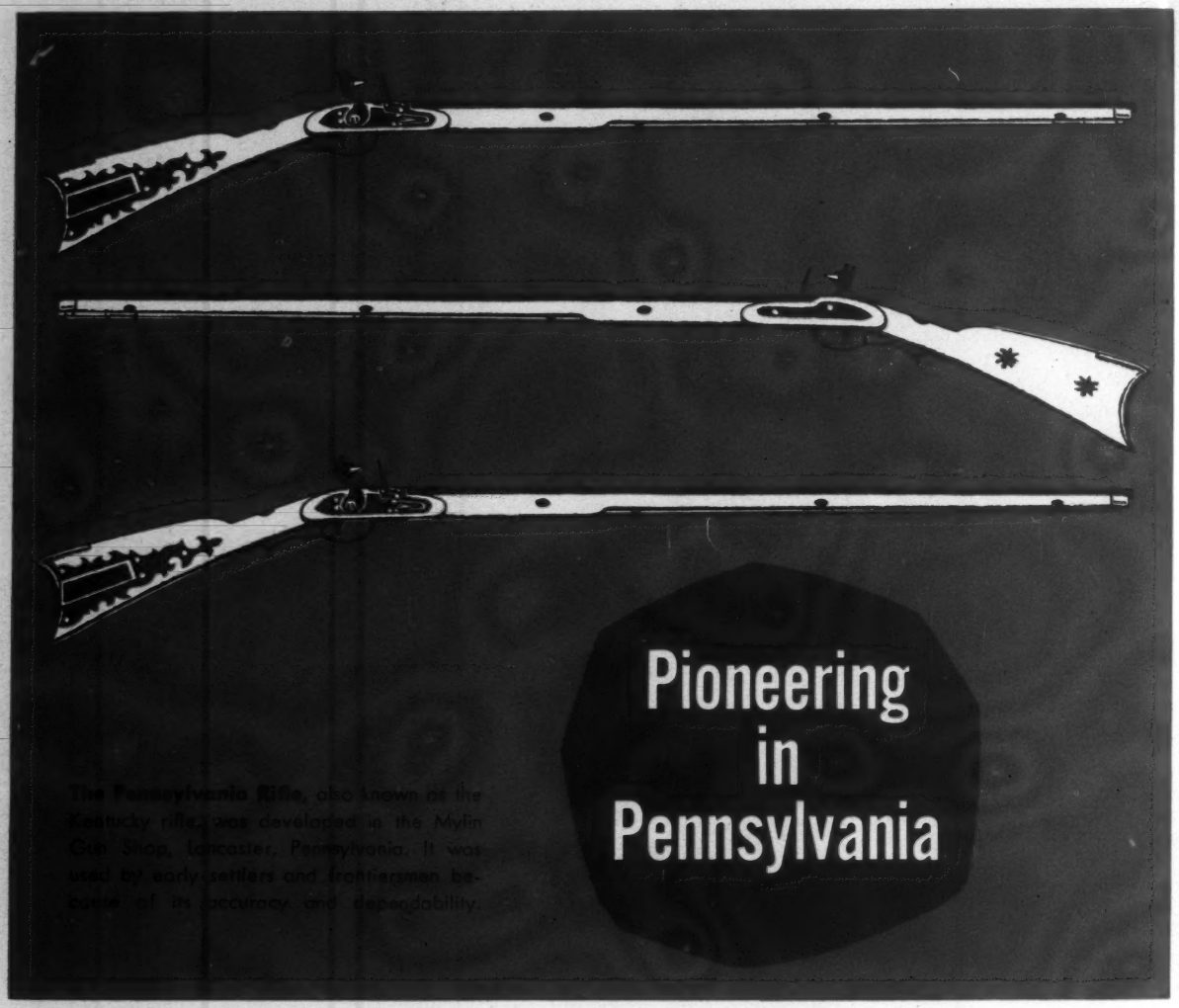
CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.



BUILDING WITH HOUSTON / KTRK-TV / VITAL



The Pennsylvania Rifle, also known as the Kentucky rifle, was developed in the Mylin Gun Shop, Lancaster, Pennsylvania. It was used by early settlers and frontiersmen because of its accuracy and dependability.

WGAL-TV, a pioneer station, introduced television to a sizeable area of Pennsylvania. Since its inception in 1949, WGAL-TV has firmly maintained its pioneering principles by being constantly alert to new and better ways of serving viewers throughout its coverage area.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Census Politz-ed

Those much-challenged sample figures issued fortnight ago by Census Bureau, purporting to show that radio-equipped homes in U.S. have dropped from 95.6% of all homes to 91.3% (BROADCASTING, Aug. 7), are due to get impressive answer in near future. Studies by noted researcher Alfred Politz in five major markets across U.S., based on more than thousand personal interviews in each market, show that in three of those areas 98% of all people 15 years old and over live in households with at least one radio in working order, while in other two figure is 99%. In addition, homes with two sets in working order ranged from 60% in one market to 67% in another; those with more than two ranged from 26 to 36%, and those with fm sets from 23 to 33%. Details of study due for release late this month or early next.

KXLY-AM-FM-TV to Murphy

In process of negotiation last week was approximately $3.25 million sale of KXLY-AM-FM-TV Spokane by Joseph Harris and Norman E. Alexander (each half owners) to Morgan Murphy, newspaper-broadcasting interests. Ch. 4 KXLY-TV began operation in 1953 and was sold to Harris-Alexander group following year for $1,723,500, with KXLY-AM, by Ed Craney, Bing Crosby and associates. It is CBS-TV affiliate, with highest hour rate of $800. KXLY-AM operates with 5 kw fulltime on 920 kc and is also CBS affiliated. KXLY-FM operates with 2 kw on ch. 260.

Harris-Alexander interests also own KELP-AM-TV El Paso, Tex. Morgan Murphy stations are: WEAU-TV Eau Claire, WLUK-TV Green Bay, WISC-TV Madison, all Wisconsin; WLUC-TV Marquette, Mich., and KVOL Lafayette, La. It's understood no change in KXLY management is contemplated with James R. Agostino continuing as general manager. Blackburn & Co. is handling transaction.

Networks approaching SRO

Within next two to three weeks, CBS-TV expects to have its fall business (fourth quarter) at near SRO with only exception being some minutes in *CBS Reports* (Thurs., 10-11 p.m.). Reason: Orders now in hand but not yet formal would indicate such near sell-out within weeks. (Other networks, meanwhile, report they are well ahead of last year's sales records, again particularly for first three months of new tv season).

Spot buying patterns

With timebuying picking up, check of current business indicators at two major station representatives suggests that most advertisers are not yet being influenced by new season's extended station break time. Apparently their current buying patterns roughly parallel those of former seasons. Twenties seem especially popular. Possible reason for reluctance of advertisers to take advantage of new 42-second station break set-up is that many stations have not yet formulated pricing structure that encompasses extended time.

Untouchables

Although it wasn't announced, FCC has drawn judicial shroud about itself by invoking so-called Sangamon Doctrine in its recently announced deintermixture and drop-in orders affecting 16 markets. This means that even though these are rulemaking rather than judicial proceedings and ordinarily would not be involved in so-called *ex-parte* contacts, parties affected may not discuss with commissioners any facets of cases. Only discussions would be "on the record" where opportunities would be given all parties to be present and participate.

Sangamon case involved move of ch. 2 from Springfield, Ill., to St. Louis (KTVI [TV]) wherein court in effect agreed that although contacts made by KTVI principals with commissioners were not improper because rulemaking was involved they nevertheless were frowned upon.

Second tv push

Final decision is expected this week on new major market test of "second tv set" promotion by Corning Glass and National Appliance and Radio-Tv Dealers Assn. with Kansas City as site. $40,000-plus all-media campaign would run through September. NARTDA has strong dealer chapter there and market is showing up-trend in tv set sales, especially color. Pilot test in April in Boston suburban shopping center boosted sales 71%.

JFK to address RTNDA

There's been no announcement, but White House has told officials of Radio and Television News Directors Assn. that President Kennedy will make appearance at association's Washington convention next month. President will talk on opening day of Sept. 27-30 convention at end of special briefing session that will also feature other government officials.

Symposium for posterity

Proceedings of Northwestern U. Law School's symposium on Freedom and Responsibility in Broadcasting (BROADCASTING, Aug. 7) will be printed by Law School and available for general distribution. Westinghouse Broadcasting Co., through Don McGannon, president, who attended two-day session, has donated $2,500 for purpose and Peter Goelet, president of National Audience Board, one of score of participants, donated $1,000. Proceedings will be transcribed from tape made by ABC which video taped entire proceeding for closed circuit audience and which becomes permanent record.

Everybody's doing it

After years of unproductive clamor for some sort of central billing system to simplify and expedite paper work in spot radio-tv buying, that vacuum is suddenly getting crowded. Due for announcement this week is formation of Broadcast Billing Co., owned by Standard Rate & Data Service Inc. New firm will use existing order and billing forms and its system will be patterned after that used by big multi-station owner whose expert in this area becomes a key figure in BBC. This is on top of (1) announcement 10 days ago that Broadcast Clearing House Inc. had been set up for similar purpose (BROADCASTING, Aug. 7), and (2) still another planned by former Remington-Rand systems experts and an existing firm, whose announcement may be out shortly.

Programming to order

Is this censorship? "If the commission feels the explanation set forth here regarding program percentages is lacking here [sic] in public interest, we will attempt to re-align the structure thereof." So said Elton H. Darby, licensee of WVNA Tuscumbia, Ala., to FCC in amended application for new fm there. Commission had questioned Mr. Darby's proposed programming percentages and applicant subsequently made changes to meet FCC objections, with above offer to do more. Application, incidentally, was granted two weeks ago.

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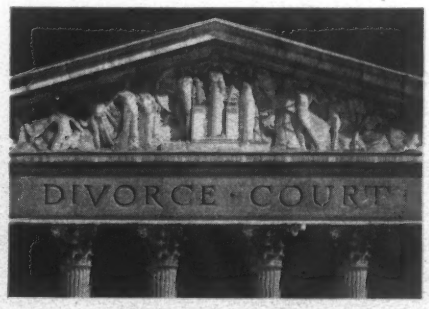
Storer Programs Inc.

Proud addition to a distinguished family...

Storer Broadcasting Company proudly announces the formation of Storer Programs, Inc....another service dedicated to the established traditions of integrity and quality which have been the hallmark of Storer for more than thirty years of broadcasting.

First program offering...

"Divorce Court," a proven vehicle for audience and sales in markets all over America, launches Storer Programs, Inc., into the distribution and production of top-flight programming for television stations.



NEW YORK: 500 PARK AVENUE, PLAZA 2-7525 • CHICAGO: 333 NORTH MICHIGAN AVE., CENTRAL 6-3865
LOS ANGELES: 338 S. WESTERN AVE., DUNKIRK 3-4691 • ATLANTA: 1018 W. PEACHTREE ST., N.W., 875-8576

WEEK IN BRIEF

Eight vhf operators facing possible shift to uhf form battle lines to fight FCC plans. Civic leaders and elected officials up to congressional level join effort, contending deintermixture will result in a loss of service. See . . .

WILL UHF SOLVE TV'S PROBLEMS . . . 31

Long-awaited appointment of an executive vice president under Gov. Collins at NAB has been made, subject to board ratification. It's Vince Wasilewski, now vice president. Robert D. Swezey gets new code post. See . . .

WASILEWSKI, SWEZEY SLATED . . . 9

Sen. Pastore (D-R.I.) introduced FCC-drafted bill which would give the commission broad authority to regulate both national and regional networks. Licensing of networks is not involved. See . . .

PASTORE WANTS NETWORK REINS . . . 46

With advent of 42-second station breaks, 10-second ID's will become just that—an increase of two seconds over past practices. Authorities foreclose possibility of rate increase because of additional seconds. See . . .

LONGER 10-SECOND ID'S . . . 34

Network cancels children's informational program, due for debut Oct. 2, because of failure of affiliates to clear time. Only 72 of 116 stations planned show in the Minow image. See . . .

ABC-TV GIVES UP ITS 'DISCOVERY' . . . 78

ABA's Canon 35 termed "repugnant" and illegal at association's St. Louis convention; life of special ABA committee studying Canon 35 revisions extended for one year as judges debate courtroom accessibility for radio-tv. See . . .

A VERDICT WITHOUT A TRIAL . . . 72

Georgia broadcasters send out clarion call for grass roots meeting of all southeastern licensees to discuss mounting problems of common interest. Bartley tells GAB that there has been no FCC policy change. See . . .

'FREEDOM' MEETING—GEORGIA STYLE . . . 62

Drug Fair is keeping up with and probably running ahead of the population explosion in the Washington, D. C. area. Without radio the 64-store chain never could have happened, say its owners. See . . .

RADIO MADE A 'BUY' WORD . . . 38

Federal aid to educational tv hits snag in House Commerce Committee as executive session battle rages for two days. Further stiff opposition promised in Rules Committee. See . . . .

ETV BILL GETS GOING OVER . . . 48

Networks moving in opposite directions on fall promotion plans as NBC-TV plans to discontinue newspaper advertisements. Other two networks are less talkative but CBS-TV plans more print advertising. See . . .

NO NBC-TV COIN FOR NEWSPAPERS . . . 74

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C.

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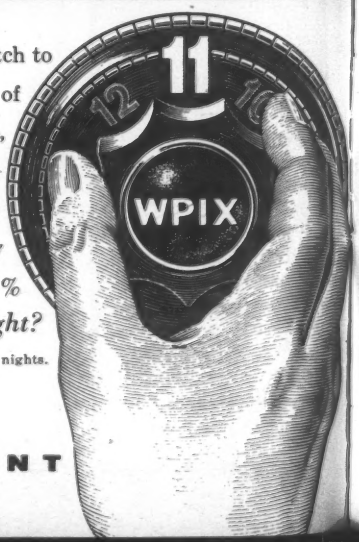
The programming standards of a television station are always on view. All you need do is watch to see that WPIX-11, New York's Prestige Independent, has the "network look"—an array of network proven and network caliber programs night after night. Groucho Marx, Wyatt Earp, One Step Beyond, World of Giants, Troubleshooters, It's a Wonderful World, Wanted, Dead or Alive are some of the new fall shows joining the best looking and top-rated* independent in New York—and the only one qualified to display the NAB Seal of Good Practice. Only WPIX gives you *minutes* in *prime* time in such a network atmosphere. A client list that is 98% national advertisers is the clincher. *where are your 60 second commercials tonight?*

*During every month of this year ARB reports WPIX-11 has the largest share of audience among the independents, 6 PM to Midnight, seven nights.



NEW YORK'S PRESTIGE INDEPENDENT

TWO TOP JOBS SET AT NAB

Wasilewski picked for executive vice president, Swezey for code boss; boards asked to ratify

First steps in reorganization of NAB were taken Aug. 11 when two top-level appointments were sent to NAB board for confirmation.

They are:

▪ Vincent T. Wasilewski to be executive vice president. He currently is government affairs vice president of NAB.

▪ Robert D. Swezey to be chief administrator of NAB television and radio codes (CLOSED CIRCUIT, July 31). He is former executive vice president and stockholder of WDSU-AM-TV New Orleans.

Appointments were submitted to NAB Advisory Committee at Aug. 10 meeting by LeRoy Collins, NAB president. Although no announcement was made of actions, letters announcing proposed appointments were to be mailed to directors by NAB over weekend.

Advisory committee took two other steps:

▪ Approved Gov. Collins' appointment of Donald H. McGannon, president of Westinghouse Broadcasting Co., to be chairman of new research committee that will work on plan to set up major NAB research project in conjunction with universities.

▪ Laid plans for NAB's participation in FCC hearing on proposed revision of license renewal and application, with emphasis on burden these forms would place on broadcasters and right of broadcasters to exercise own judgment in programming, free of censorship.

Members of advisory committee are Clair R. McCollough, Steinman stations, NAB joint board chairman, who is committee chairman; George C. Hatch, KALL Salt Lake City, NAB radio board chairman, and Dwight Martin, WDSU-TV New Orleans, tv board chairman.

Gov. Collins said of FCC forms: "The burdensome nature of these proposals is astounding when one sees the cumbersome detail involved in actual operation. It is highly important that the FCC understand the handicaps which such forms will place on broadcasters, especially the smaller operators. We will make the strongest possible showing by our filing."

In making McGannon appointment Gov. Collins said research project will cover "all phases" of radio-tv media by probing underlying trends rather than developing public relations tool or project that seeks "only the self-serving purposes of the industry." Basic goal is greater knowledge and industry progress. It does not "contemplate tearing down existing audience measurement systems although it may well delve into the problem of methodology behind these systems."

Gov. Collins first proposed development of elaborate research project at NAB board meeting last February (BROADCASTING, Feb. 13). At that time he said industry had let rating service, which he called outsiders, "become master of its house and doesn't even check his health card."

Selection of Mr. Wasilewski, 38, for executive vice presidency was no surprise. His name had been mentioned along with others inside and outside association staff (CLOSED CIRCUIT, July 17). He joined NAB in 1949, was named chief counsel in 1943 and government relations manager in 1955. In last-named post he directed NAB's activities at Capitol Hill and regulatory agencies. He is graduate of U. of Illinois Law School.

Mr. Swezey, 54, is Harvard law graduate. He entered broadcasting at NBC in 1939, moving to Blue network when it was split from NBC in 1942. After World War II he became vice president-general manager of Mutual network, later joining WDSU-AM-TV New Orleans where he later acquired 20% stock ownership. He has been active in industry and association affairs, including important roles in writing both original radio and tv codes. After selling his WDSU Inc. holdings last year he became consultant to Secretary of Labor Mitchell, leaving this post at end of Eisenhower administration.

East-West spreads out

Location shooting for special features from various cities is change in concept of *PM East*, nightly New York hour of Westinghouse-produced *PM East—PM West* late-night program. Ready for showing Aug. 18 on program's 12-station lineup is filmed report on Chicago-based Hugh Heffner's *Playboy Empire*, first completed road project.

Interviewers Mike Wallace and Joyce Davidson will next visit Boston, Dallas, Los Angeles and Washington. Move out of New York is program's new general manager Joel Chaseman's plan to use "all available physical and technical elements to inform and entertain."

Fm engineering study planned at NAB session

Special fm broadcaster-consultant engineering group was set up Friday to study engineering problems raised by FCC's proposal to revise fm allocations picture (BROADCASTING, July 3).

Group was named after meeting of special NAB fm committee in Washington. Committee also voted to ask FCC for 60 days extension of deadline date for comments, now due by Sept. 5.

Named to special technical subcommittee are Allen T. Powley, WMAL-FM Washington, D. C.; Ogden Prestholdt, CBS, and George T. Bartlett, NAB's acting manager of engineering. They will meet with Walter Davis, Ronald Culver and James McNary, representing Assn. of Federal Communications Consulting Engineers.

Ben Strouse, WWDC-FM Washington, D. C., is chairman of full special committee. Other members, in addition to those named above; Harold I. Tanner, WLDM (FM) Detroit and William Tomberline, KMLA (FM) Los Angeles.

Minow, Craven defend world satellite program

FCC Chairman Newton N. Minow and Commissioner T. A. M. Craven defended on Friday commission's action setting up groups of international carriers to prepare plans for private ownership and operation of U. S. communications satellite system.

Testifying before Senate Antimonopoly Subcommittee, headed by Sen. Russell Long (D-La.), they denied charges commission is, in effect, creating "giant monopoly," dominated by AT&T. They said no commitments have been given to any carrier and maintained that final decision on form of ownership has not been made.

Sen. Long, openly critical of FCC's

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Carino

Lawrence M. Carino, general manager of WWL-TV New Orleans, named managing director of WJBK-TV Detroit. He succeeds **Bill Michaels,** whose regional duties include supervision of Storer tv stations WJW-TV Cleveland, WSPD-TV Toledo and WJBK-TV. Mr. Carino has been in broadcasting field since 1944. He began as page boy with ABC in New York, worked as salesman for KTNT-FM Tacoma, Wash., was appointed sales manager for KTNT and later was named sales manager for KTNT-TV. In 1956 he was appointed manager of KTNT-AM-FM-TV.

Charles C. (Bud) Barry, vp and recently named director of radio & tv department of Young & Rubicam (WEEK'S HEADLINERS, July 3), elected senior vp Aug. 11. Mr. Barry has been with Y&R since July, 1959, briefly served as president of NTA Television Network and with MGM-TV before that, as well as in various tv network positions. Vp **Norman Glenn** moves up from account supervisor to associate director of radio-tv department (he joined Y&R in 1956).

Fred Klein, founder and manager of Chicago office of Doyle Dane Bernbach since 1958, joins North Adv. there as vp and chairman of plans board. Earlier he was vp and account supervisor of Earle Ludgin & Co., Chicago.

Mr. Losee

Wilmot H. (Bill) Losee, general manager, AM Radio Sales Co., New York, elected president. He succeeds **Donald H. McGannon** who becomes board chairman. Mr. McGannon is president of Westinghouse Broadcasting Co., owner of AM Radio Sales. Radio representative firm, which opened in 1951, currently serves 13 independent outlets in major markets. Mr. Losee has been general manager since firm was started as rep for four independent stations. He previously served as general manager of WINS New York, and was associated in rep field with Branham Co. and John Budd Co.

For other personnel changes of the week see FATES & FORTUNES

proposals, said commission is giving international carriers "advantage" in communications satellite industry, and expressed fear country's "$25 billion" investment in field would be "given away."

Chairman Minow observed that Communications Act requires FCC to promote private industry and that, "unfortunately," only one communications satellite system is feasible at present.

Commissioner Craven, bristling at Sen. Long's charges, replied, "We're a group of dedicated people. We're trying to maintain (U. S.) leadership in the one field where we're ahead."

At another point, Commissioner Craven disclosed Bell Labs is developing "high circular wave" system which would greatly increase capacity for transmitting, television, telephone, and telegraph signals.

This came in connection with his statement that he saw only "very remote" chance that satellites would be used for domestic service. Technical and policy reasons require that communications satellites be restricted to intercontinental use, he said. (See earlier story, page 56.)

Zenith to split stock; tv, radio sales increase

New high-profit performance of Zenith Radio Corp. for second quarter and optimism for success of new color tv and stereo fm lines to be introduced late this month prompted board of directors of Chicago set maker Friday to vote what amounts to three-for-one stock split, subject to approval of stockholders at special meeting Oct. 24.

Board voted 50 cents dividend payable Sept. 29 to holders of record Sept. 8. Previous quarterly dividends have been 40 cents per share. In proposed stock action, Zenith would increase authorized $1 par common stock from 8 million shares to new total of 12 million and distribute two additional shares for each share held by stockholders of record Nov. 3.

Zenith's second quarter sales topped last year by 5% and net consolidated profit soared 34% over 1960. Six-month sales of $116.7 million were off 1.3% from 1960. Factory shipments of tv sets established new six-month record and second quarter radio shipments exceeded same 1960 period.

AMST asks delay in tv spectrum plan

Assn. of Maximum Service Telecasters Friday asked FCC to extend deadline for comments on deintermixture and vhf drop-ins six months beyond present Oct. 2 date (see page 31).

AMST pointed out that eight general FCC proposals and rulemakings are outstanding for comments before Oct. 2 and that August vacations and Labor Day interfere with work schedules. AMST further said that time allowed is not comparable to that allowed for other complicated proposals and that, even working seven day week, present deadline would allow only 3½ days to study each docket.

Following letter of FCC law, AMST filed 275 copies of its request, 15 for each of 17 dockets involved.

Evening news policy to be revised by WOR

WOR New York will extend its 15-minute newscast policy into evening hours when its affiliation with Mutual, which it helped organize 27 years ago, expires Aug. 28 (early story, page 68), according to Robert J. Leder, WOR vice president and general manager.

He noted that WOR had carried only nighttime programming from Mutual for past year and thus was "semi-independent already. He said Mutual —which is affiliating WINS New York —had understandably wanted WOR to add network's daytime service but that this was incompatible with WOR's format and could not physically be accommodated. Parting, he said, was entirely amicable. He suggested WOR might continue Mutual's Fulton Lewis Jr. newscasts and perhaps one or two other MBS features but this had not been worked out.

Option time delay

FCC announced Friday (Aug. 11) one-week extension (from Oct. 27 to Nov. 3) of date for oral argument on reopened option time rulemaking. Commission said such rescheduling "would be conducive to the orderly dispatch" of FCC business. Comments still are due Oct. 6.

GE plans spot drive

General Electric Co., Cleveland, (GE lamps) plans four-week tv spot campaign in 150 markets starting early October. BBDO, Cleveland, is to make buys this week.

ABC moves account

ABC has awarded o&o radio stations advertising account to Daniel & Charles, New York, according to Charles Goldschmidt, agency chairman. Media plans not complete.

THE WIBW MARKET IS BIG TIME

It's easy to be a winner in Kansas. With 1,632,150 paying customers in the stands, who could lose? That's a two-billion-dollar gate. And WIBW delivers it on the air regularly. No wonder Nielsen calls this America's 46th market!

Let WIBW trot your product out on the field to the cheers of this demanding, consuming, *buying* crowd ...40% of the people in 94 counties! And they're not *just* sports enthusiasts ...or *just* farmers. These WIBW people, *from five states,* compose the best-balanced, urban-suburban-rural market in the country ... a prime market for your goods!

What an opportunity to show your stuff! It's yours ... on WIBW, Topeka.

GOOD PRACTICES STATION

TOPEKA, KANSAS

WIBW

5,000 Watts at 580
CBS RADIO NETWORK

Saturating And Delivering A 94-County Area

Division of Stauffer-Capper Publications

AVERY-KNODEL

PRODUCED TO MEET
WHIZZING THRU OPEN WATERWAYS . . . FLASHING ACROSS BOUNDLESS STRETCHES OF SAW GRASS... PLUNGING INTO REMOTE CORNERS OF A WATERY WILDERNESS ABOARD HIS "SWAMP LIZZIE", HE BRINGS 20TH CENTURY LAW AND ORDER TO A LAND STILL CENTURIES YOUNG!
starring
RON HAYES
As Linc Vail, Constable deep in The Everglades.
Assignment: Translating the law into the language of the 'Glades.
EVERGLADES

TODAY'S NEW PROGRAM NEEDS!

LAW ENFORCEMENT DRAMAS IN THE SUN-WASHED TROPICS!

"Everglades"

THE IMPACT SERIES PRODUCED FOR FAMILY VIEWING!

The most attractive combination of dramatic appeals ever to comprise a program series! Truly . . . a program everybody will be for!

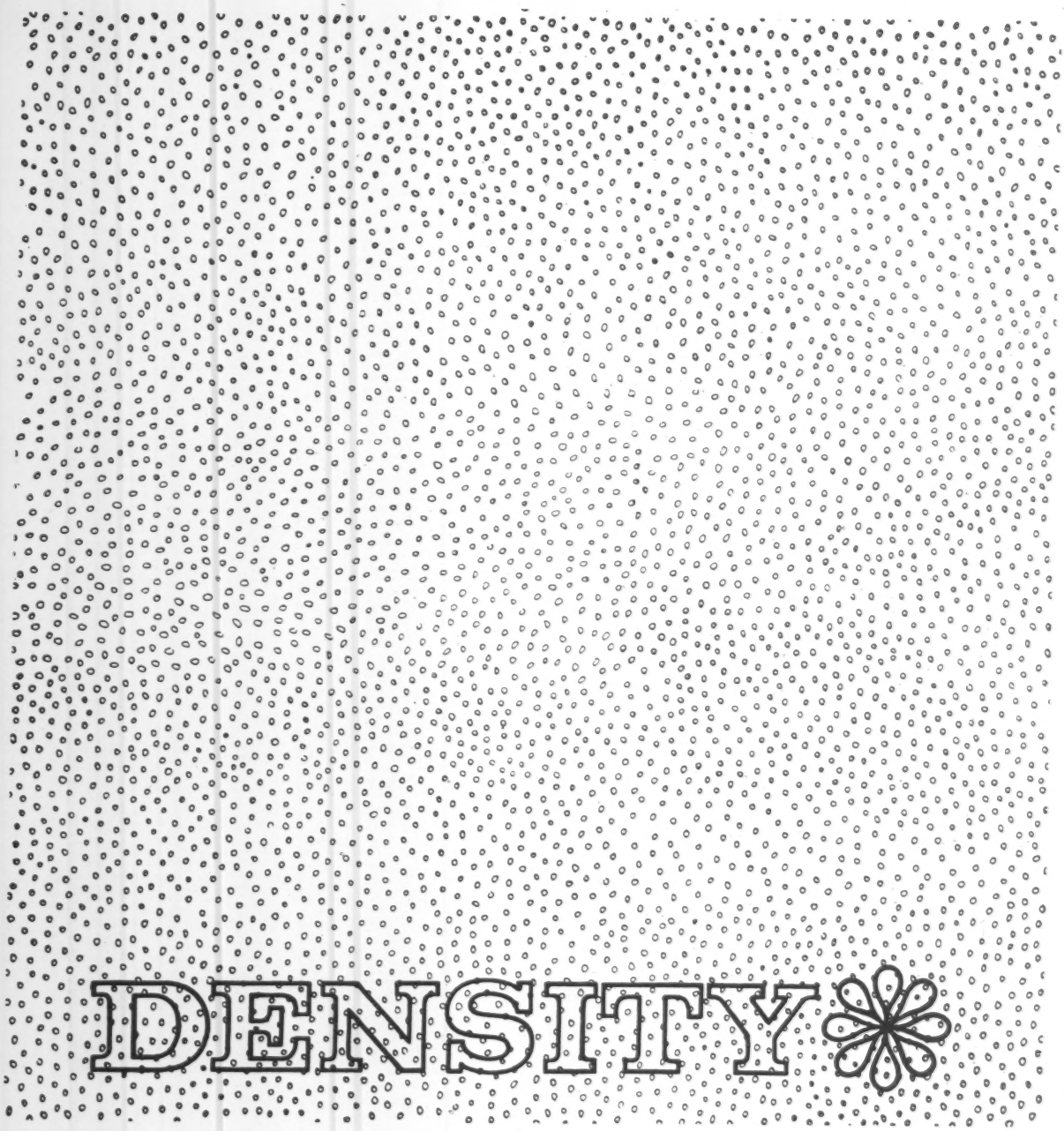
NEVER A SHOW WITH SO MUCH *GO!*

From Lake Okeechobee to the Florida Keys, from Big Cypress Swamp to the sparkling Gulf of Mexico . . . 5000 square miles of tropical wilderness. TV's FIRST AND ONLY "LIVING LOCALE!"

United Artists

ZIV

ZIV-UNITED ARTISTS, INC.
488 MADISON AVENUE
NEW YORK 22, N. Y.



The "Must Buy" market is "close, compact and crowded"... the "Must Buy" Providence market, **most*** "close, compact and crowded" in the country responds most to WJAR-TV. Programmed to penetrate, WJAR-TV responds to its advertisers with fresh sales impact from a "Must Buy" audience.

* ARB 1960 TV Homes

WJAR-TV

NBC · ABC

Represented by
Edward Petry & Co. Inc.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

AUGUST

Aug. 18-19—**Oklahoma Broadcasters Assn.**, meeting. Lake Murray Lodge, Ardmore.

Aug. 21-30—**ABC Radio Affiliates Meetings.** A series of four regional meetings, for network officials and representatives of affiliated stations. The schedule: Aug. 21, New York, Sheraton-East Hotel; Aug. 25, San Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and Aug. 30, New Orleans, Sheraton-Charles Hotel.

Aug. 22-23—**Annual Defense Communications Seminar**, National Industry Advisory Committee, under sponsorship of FCC. Defense Commissioner Robert T. Bartley will moderate first day; Assistant Defense Commissioner Robert E. Lee, the second day. FCC Chairman Newton N. Minow will address the meeting. Departmental Auditorium, Washington, D. C.

Aug. 22-25—1961 Western Electric Show & Convention. Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.**, fall meeting. Sam Peck Hotel, Little Rock.

Aug. 26—**Broadcasters Sales Management Conference**, sponsored by U. of Mississippi and Mississippi Broadcasters Assn. King Edward Hotel, Jackson, Miss.

SEPTEMBER

Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public service programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Sept. 7—Deadline for comments on **FCC** rulemaking on revised program forms required with all broadcast applications.

Sept. 7—Comments on **FCC** rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.

Sept. 7-8—Start of RAB management conference in eight cities (see schedule in box below).

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise**, annual convention. Seaway Hotel, Toronto, Ont.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.

*Sept. 15—Reply comments due on **FCC** rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 15-17—**American Women in Radio & Television**, southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

Sept. 16—**UPI Broadcasters Assn. of North Carolina**, annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.**, annual convention. Waldorf-Astoria Hotel, New York.

Sept. 22—**Radio & Television Executives Society**, newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

*Sept. 22-24—**Advertising Federation of America**, 10th district convention. Hotel Mayo, Tulsa.

Sept. 24-26—Louisiana Assn. of Broadcasters, annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.**, 15th international convention. Statler-Hilton Hotel, Washington, D. C.

Sept. 28—**Assn. of National Advertisers**, new products workshop. Waldorf-Astoria Hotel, New York City.

*Sept. 28-Oct. 1—**National Federation of Advertising Agencies**, central states group. Lake Tower Motel, Chicago.

Sept. 29—**Minnesota Broadcasters Assn.**, annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—**American Women in Radio & Television**, east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—**American Women in Radio & Television**, New England conference. Equinox House, Manchester, Vt.

OCTOBER

Oct. 2—Comments due on **FCC's** plan to utilize uhf spectrum, deintermix eight markets, add vhf channels at short spacing in 10 other markets.

*Oct. 2.—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

*Oct. 2—Deadline for comments on **FCC's**

RAB management conferences

Sept. 7-8 Haddonfield, N. J.

Sept. 11-12 White Sulphur Springs, W. Va.

Sept. 18-19 Sea Island, Ga.

Sept. 21-22 Dallas.

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.

COMING... SEPT. 3rd!

****

THE NEW NBC AFFILIATE for SHREVEPORT

TEXARKANA AND THE ARK-LA-TEX

KTAL★TV

*with the tallest tower in the South... making Shreveport the nation's newest 3-station TV market!

KTAL★TV

CHANNEL 6

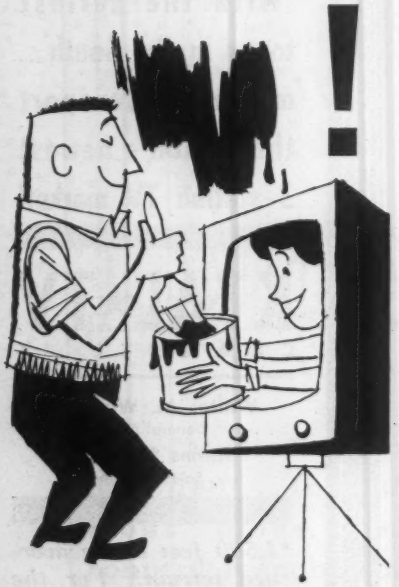
Walter M. Windsor
General Mgr.
James S. Dugan
Sales Director

*1,580 feet above average terrain! For the complete "Kay-TALL" story get the facts from . . .

BLAIR TELEVISION ASSOCIATES
National Representatives

KOIN-TV's eye-appeal for its audience means "buy-appeal" for your product. It's the colorful station with the widest audience in Portland, and 3 surrounding Oregon and Washington counties. Northwest people prefer KOIN-TV's smooth programming blend . . . top news, top-rated shows, top sports features. Brighten *your* profit picture with KOIN-TV's proven "buy-appeal." Check the latest Nielsen for some statistical finishing touches.*

KOIN TV PERSUADES PEOPLE IN PORTLAND!



* Highest ratings and widest coverage . . . 7 of every 10 homes in Portland and 33 surrounding counties.

KOIN-TV—Channel 6, Portland, Oregon.
One of America's great influence stations.
Now Represented Nationally by
Harrington, Righter & Parsons, Inc.

proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

*Oct. 2—Deadline for comments on FCC's proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

Oct. 2-6—**Society of Motion Picture & Television Engineers,** 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 5—Reply comments due on FCC inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Oct. 6—Comments due on FCC's reopened option-time rulemaking. Reply comments will not be accepted.

*Oct. 7-8—**National Federation of Advertising Agencies,** eastern states group. Statler-Hilton Hotel, Washington, D. C.

*Oct. 8-10—**Advertising Federation of America,** 7th district convention. Jackson, Miss.

Oct. 8-18—**International seminar on instructional television, sponsored by Purdue U. in cooperation with UNESCO and the U.S National Commission for UNESCO.** Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-10—**Virginia AP Broadcasters Assn.,** Washington & Lee U., Lexington, Va.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

Oct. 13—Start of NAB fall conferences in eight cities (see schedule in box on page 16).

Oct. 13-15—**American Assn. of Advertising** Agencies, board of directors' meeting. Sheraton-Chicago Hotel, Chicago.

Oct. 15-18—**American Assn. of Advertising Agencies,** western region convention. Hotel del Coronado, Coronado, Calif.

NAB fall conferences

Oct. 13—Hotel Jefferson, St. Louis
Oct. 16—Sheraton-Dallas, Dallas
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 Station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN's GREAT ADULT AUDIENCE (97.2%)** . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

*1960 Census **Pulse 6/60

WSUN 620 KC
TAMPA-ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

IN RADIO

IT'S THE SALES CLIMATE THAT COUNTS

WPEN

PHILADELPHIA

ATTRACTS ITS AUDIENCES WITH MODERN PROGRAMMING

GOOD MUSIC

WARM PERSONALITIES

AWARD WINNING NEWS

SKYWAY TRAFFIC REPORTS

AND

25 VIGNETTES DAILY

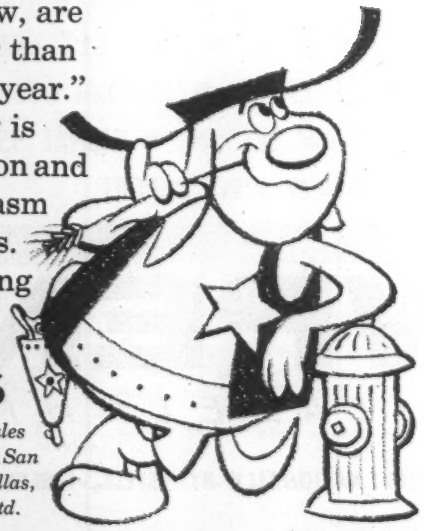
THE WORLD WE LIVE IN ■ FOOD TIPS ■ MARKETING REPORT ■ HOME IMPROVEMENTS ■ MEDICAL NEWS ■ CHILD CARE ■ NEW PRODUCTS ■ WHERE TO GO ■ MAGAZINE REVIEW ■ COMEDY CORNER ■ NATIONAL CITIES TEMPERATURE ■ FAMOUS FIRSTS ■ LIGHT SIDE OF THE NEWS ■ WEATHER & SPORTS ■ HOUSEHOLD HINTS ■ LETTERS TO THE EDITOR ■ HAPPY TALK ■ HOLLYWOOD ■ I GET LETTERS ■ FAMOUS PHILADELPHIAN ■ UNUSUAL OCCUPATIONS ■ SPANISH LESSONS ■ SIGNAL 95 ■ COLUMN CORNER ■ SPACE REPORT

WPEN

PHILADELPHIA

REPRESENTED NATIONALLY BY **GILL-PERNA**

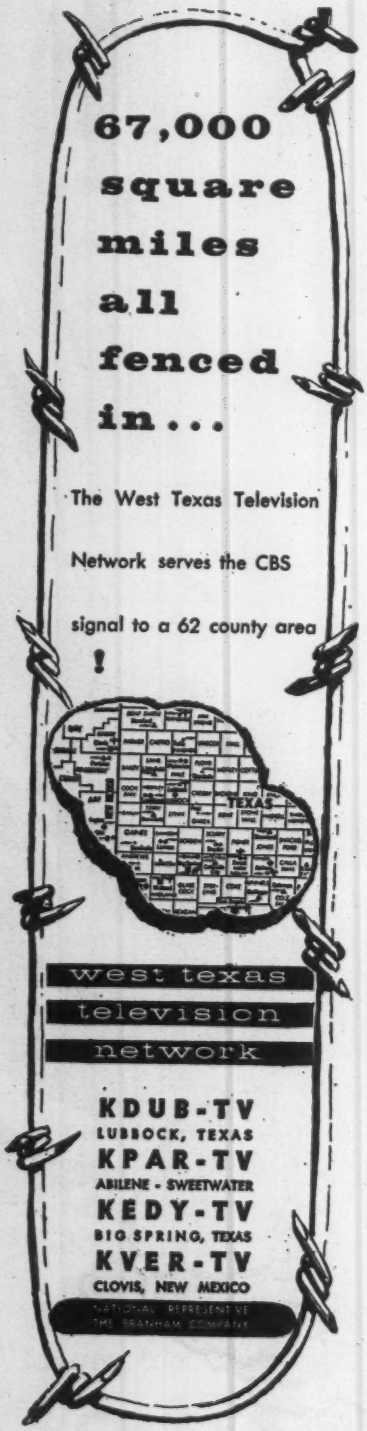
Deputy Dawg is red hot!
He's entering his second year of production (26 additional half-hours just completed) and to celebrate he's got a second-year renewal from Lay's Potato Chips in more than 60 markets. Paul S. Patterson, ad agency account exec (Liller, Neal, Battle & Lindsey), summed up sales in Charlotte, N. C., this way: "...Lay's overall sales showed a 10 per cent increase...sales of the Twins Package, which is the item most frequently promoted on the Deputy Dawg show, are currently running better than 50 per cent ahead of last year." At present, Deputy Dawg is burning up the competition and building sponsor enthusiasm in more than 100 markets. He can start things cooking for you, too! Just contact



CBS FILMS

"...the best film programs for all stations." Sales offices in New York, Los Angeles, Chicago, San Francisco, St. Louis, Detroit, Atlanta, Dallas, Boston. And in Canada: S. W. Caldwell Ltd.

GOING LIKE A HOUSE AFIRE!
DEPUTY DAWG



*Oct. 19-21—**Advertising Federation of America,** 3rd district convention. Jack Tar Hotel, Durham, N. C.

Oct. 20-22—**American Women in Radio & Television,** Pennsylvania conference. Penn-Sheraton Hotel, Pittsburgh .

Oct. 20-22—**American Women in Radio & Television,** west-central area conference. Lassen Hotel, Wichita, Kan.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.

Oct. 25-28—**Sigma Delta Chi,** 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

*Oct. 26-28—**Mutual Advertising Agency Network,** management meeting. Palmer House, Chicago.

Oct. 27—Oral arguments on FCC's re-opened option-time rulemaking.

Oct. 27-29—**American Women in Radio & Television,** southwest area conference. New Orleans.

*Oct. 27-29—**Advertising Federation of America,** women's midwest intercity conference. Commodore Perry Hotel, Toledo, Ohio.

Oct. 28-29 — **Illinois News Broadcasters Assn.** fall convention. Hotel Custer, Galesburg.

Oct. 30-Nov. 1—Annual radio fall meeting. jointly sponsored by **Institute of Radio Engineers** and **Electronic Industries Assn.** Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

*Nov. 2-3—**Ohio Assn. of Broadcasters,** fall convention. Columbus Athletic Club, Columbus Athletic Club, Columbus.

Nov. 2-4—**Assn. of National Advertisers,** annual national meeting. The Homestead, Hot Springs, Va.

Nov. 5-8—**Broadcasters Promotion Assn.,** annual convention. Waldorf-Astoria Hotel. **New York City.**

Nov. 10—**California Broadcasters Assn.,** annual meeting. Mark Hopkins Hotel, San Francisco.

*Nov. 10-12—**Advertising Federation of America,** 2nd district convention. Hershey Inn, Hershey, Pa.

Nov. 12-15—**Public Relations Society of America,** 14th national conference. Shamrock-Hilton Hotel, Houston. Final day of conference will be in Mexico City.

Nov. 14-16—**IRE, Mid-America Electronics Conference, Kansas City, Mo.**

*Nov. 15-16—**American Assn. of Advertising Agencies,** eastern region meeting. Biltmore Hotel, New York City.

Nov. 15-17—**Television Bureau of Advertising,** annual meeting. Statler-Hilton Hotel. Detroit.

*Nov. 24-25—**Advertising Federation of America,** 8th district convention. Hotel St. Paul, St. Paul, Minn.

FEBRUARY 1962

*Feb. 7—**Advertising Federation of America,** mid-winter legislative conference. Statler-Hilton Hotel, Washington, D. C.

Feb. 28-March 1—**NAB,** seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

APRIL 1962

*April 1-4—**National Assn. of Broadcasters,** annual convention. Conrad Hilton Hotel, Chicago.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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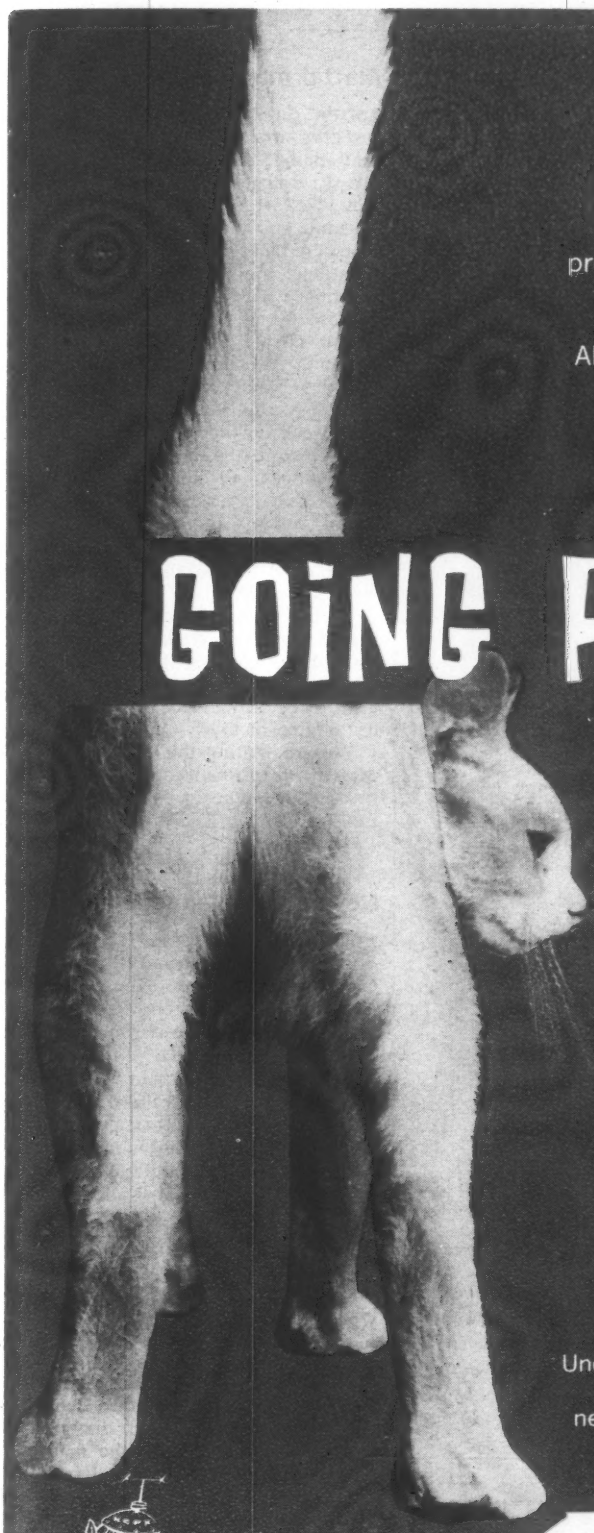


abc

CATastrophic test of local programming appears when stations place similar programs at the same time period!
All three Salt Lake stations program NEWS, WEATHER AND SPORTS 10:00-10:30 P.M. Monday through Friday, and KCPX continues

GOING FORWARD

Ratings taken through April for the 10:00-10:15 P.M. time period show

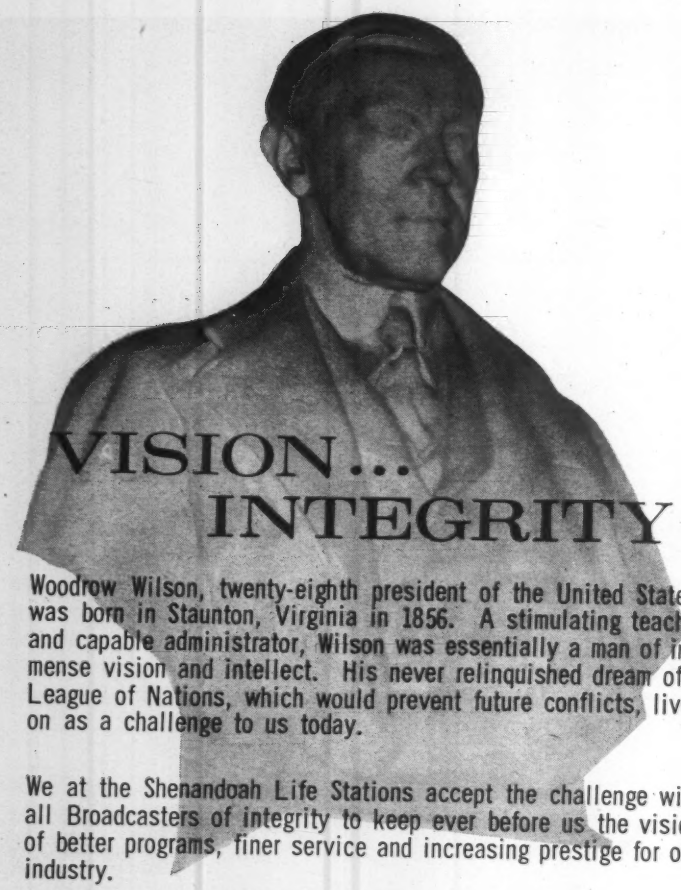
	OCT. '60 ARB	MARCH '61 ARB	APRIL '61 ARB
KCPX-TV 10:00 P.M. NEWS	23.4	25.4	27.0
CHANNEL A 10:00 P.M. NEWS	11.4	14.0	11.6
CHANNEL B 10:00 P.M. NEWS	7.6	9.0	7.8

KCPX-TV has a 1960-61 daily rating average of MORE THAN TWICE the NEWS VIEWERSHIP of the other two channels combined.

Under the direction of top news personality Roy Gibson, the KCPX award-winning news staff airs 6 hours and 45 minutes of top-rated news each week. If you want to get the news call **Katz**
National Representative

KCPX TV 4 abc

130 SOCIAL HALL AVENUE
SALT LAKE CITY 11, UTAH



Woodrow Wilson, twenty-eighth president of the United States, was born in Staunton, Virginia in 1856. A stimulating teacher and capable administrator, Wilson was essentially a man of immense vision and intellect. His never relinquished dream of a League of Nations, which would prevent future conflicts, lives on as a challenge to us today.

We at the Shenandoah Life Stations accept the challenge with all Broadcasters of integrity to keep ever before us the vision of better programs, finer service and increasing prestige for our industry.

WSLS - TV
ROANOKE, VIRGINIA
AM 61 · FM 99.1
NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC..

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

*Occupation Required

name title/position*
company name
address
city zone state
Send to home address—

OPEN MIKE ®

Mattel mathematics

EDITOR: In your July 17 issue you featured an article titled "'61 toy tv totals may pass $15 million" in which the grossly exaggerated claims of the Ideal Toy Co. regarding their advertising schedule and expenditure for 1961 were given credibility. According to our computations, the "$3.5 million television schedule" of Ideal turned out to be $1,350,000.

Our client, Mattel Toy Makers, is investing $3 million in advertising this year. As reported earlier by the company, this includes two exposures each week on the ABC-TV network of their own program, *Matty's Funday Funnies,* a half-hour animated show seen nationally at 7:30 p.m. Friday and 5 p.m. Sunday, and spot tv schedules in more than 50 markets, weighted generally at 10 to 16 announcements per week per market.

Tv has been so successful in the selling of toys that retailers and wholesalers alike oftentimes stock their shelves in direct relationship to the amount of advertising scheduled for a particular toy or line of toys.

We are writing this letter to protect Mattel's investment against minimization by the industry.—*Eddie Smardan, radio/tv director, Carson/Roberts Inc., Los Angeles.*

No repping planned

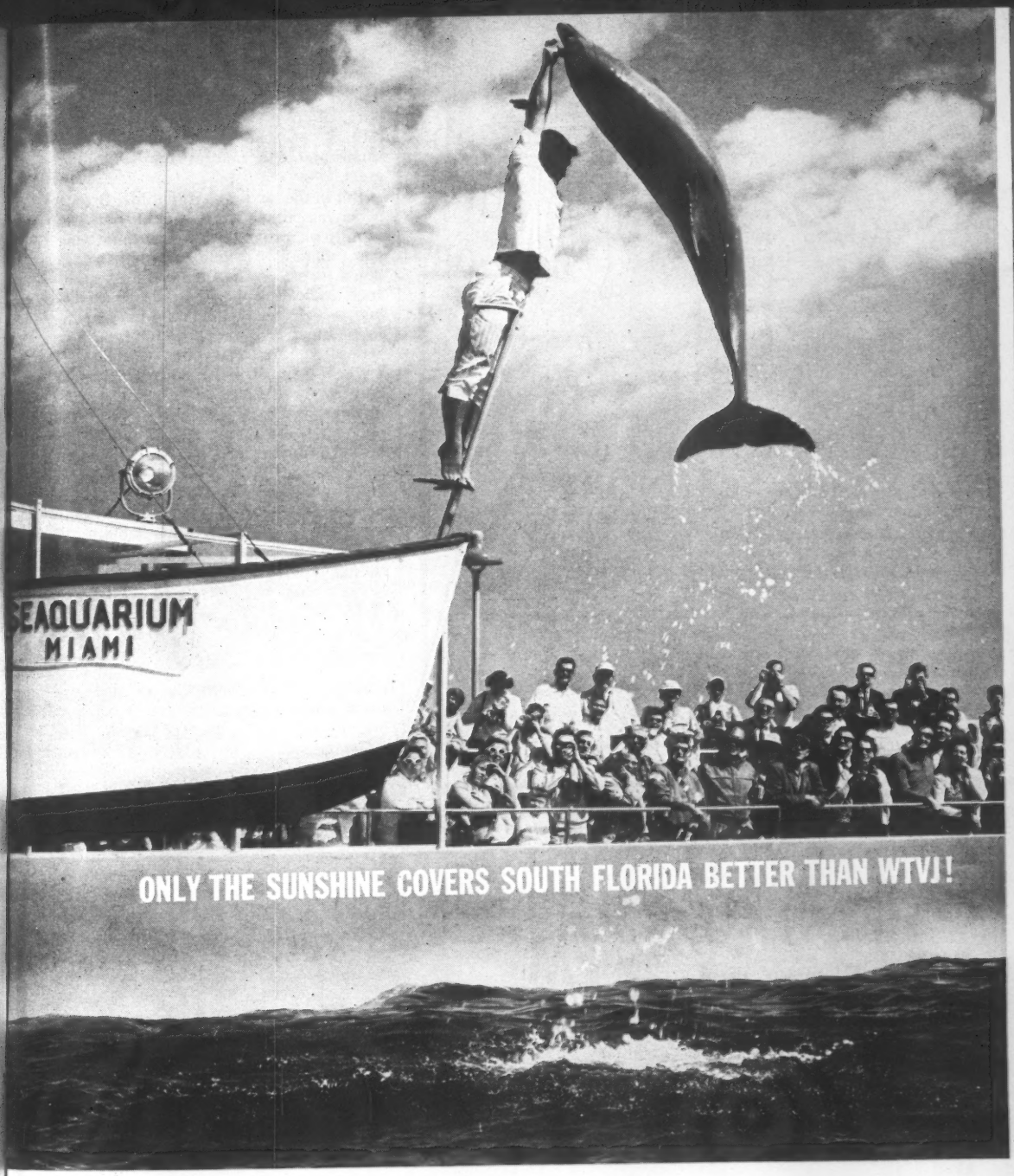
EDITOR: BROADCASTING (CLOSED CIRCUIT, July 31) reported a rumor that Corinthian was among those considering moving into the representative area, but added that this was roundly denied by responsible officials.

To reiterate, Corinthian has not given five minutes consideration to moving into the representative area since it decided to consolidate the national representation of all its stations with H-R Representatives and H-R Television in 1959.—*C. Wrede Petersmeyer, President, Corinthian Broadcasting Corp., New York.*

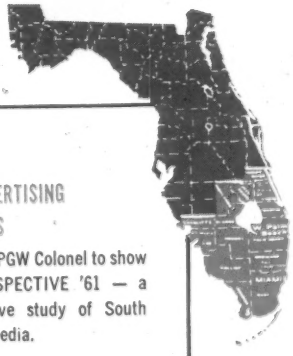
Ratings and their use

EDITOR: . . . I read in BROADCASTING that the owner of KQBY (San Francisco) attributes the station's demise to "the rating services," on the grounds that they did not detect the many listeners who could be inferred from the angry popular response to the closing (THE MEDIA, July 24). Yet, further on, it becomes obvious that his main contention is with slavish devotion to numerical ratings alone.

In the same issue you quote at some length from the speech of Walter J.



ONLY THE SUNSHINE COVERS SOUTH FLORIDA BETTER THAN WTVJ!



MEDIA
AND ADVERTISING
PLANNERS

Ask your PGW Colonel to show you PERSPECTIVE '61 — a quantitative study of South Florida media.

It takes four newspapers . . . or nine radio stations . . . or the five top national magazines . . . or two other television stations . . . to equal the intensity of daily penetration which WTVJ-Television alone delivers to its hundreds of advertisers. Consider this significant fact as you plan your Fall-Winter advertising schedule for South Florida.

WTVJ CBS TELEVISION IN SOUTH FLORIDA

South Florida's Largest Daily Circulation

A Wometco Enterprises, Inc. Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
KVOS-TV
WFGA-TV

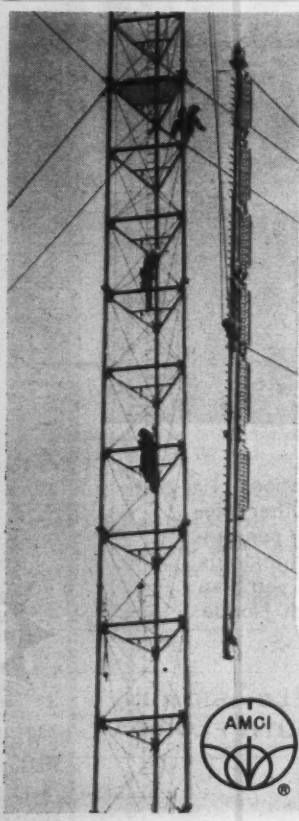
WAVE-TV viewers do
28.8% more LAUNDRY

—use 28.8% more soaps, detergents, bleaches, bluings and starches!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives



AMCI antennas
for TV and FM

- Omnidirectional TV and FM Transmitting Antennas
- Directional TV and FM Transmitting Antennas
- Tower-mounted TV and FM Transmitting Antennas
- Standby TV and FM Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches and Transfer Panels
- Power Dividers and other Fittings

Write for information and catalog.

AMCI

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASSACHUSETTS

Brown (WSPA-AM-FM-TV Spartanburg, S. C.), who doesn't believe in ratings "because the samples are too small and the margin for error too great."

But in the next paragraph, Mr. Brown is saying timebuyers should not use ratings on programs to determine cost per thousand without regard to a station's image or the quality of its audience, indicating that it's the use of ratings which really bothers Mr. Brown. It is difficult to see how an industry-sponsored "bureau of circulation" (which Mr. Brown suggests) could help improve ratings or their use. Remember BMB and CAB?

. . . There's a world of difference between a bad product, and bad, or controversial, uses to which it may be put—and it would I think be a real service on the part of everyone who speaks or writes on this subject to differentiate between what's done with ratings and the ratings themselves.—*Sydney Roslow, The Pulse Inc., New York.*

Bright look

EDITOR: . . . I would like to add my small voice congratulating you on the bright look that BROADCASTING has make-up-wise. . . .—*Bertsch Doan, Martin Stone, New York.*

BOOK NOTES

Studies in Public Communication, edited by Edward C. Uliassi; U. of Chicago, Chicago. 158 pp.; $1.50.

The expected thorough approach is evident in *Studies in Public Communication* as its authors dissect television and its viewers.

Probing deep into the rationale and the morality of viewership, the authors arrive at a number of conclusions, some heretofore not considered.

Among the major industry topics are studies of the Charles Van Doren story —what he did and why and an evaluation of public reaction—what children are learning from television and whether the medium is really harmful to youngsters; an analysis of the western, why there are so many and why people watch them; and the impact and effect of communications.

Studies in Public Communication is the third in a series of similar publications with subjects ranging from "Portrait of a Playboy" to "The Great Debate on Cultural Democracy."

Special requests and copies of the previous two issues as well as the current one are available by writing to Studies in Public Communication, the Department of Sociology, U. of Chicago.

Says John Hopkins:

General Manager, KTVT, Dallas-Ft. Worth, Texas

"We bought Seven Arts' Vol. I and II because YOU CAN'T HAVE TOO MUCH OF THE BEST.

"We have one of the most extensive film libraries in the country, but still we bought Warner's 'Films of the 50's' to enhance our reputation for presenting the best in feature film entertainment. Vol. I and Vol. II both represent by far the best post-'48 features you can buy. And we need the best to pitch against network competition."

Warner's films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, completed shooting in Paris . . . Gene Kelly directing . . .
Theatre—"Gone with the Wind" in preparation . . .
Television—Distribution of films for T.V., Warner's "Films of the 50's" . . .
Literary Properties—"Romancero" by Jacques Deval . . .
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction . . .

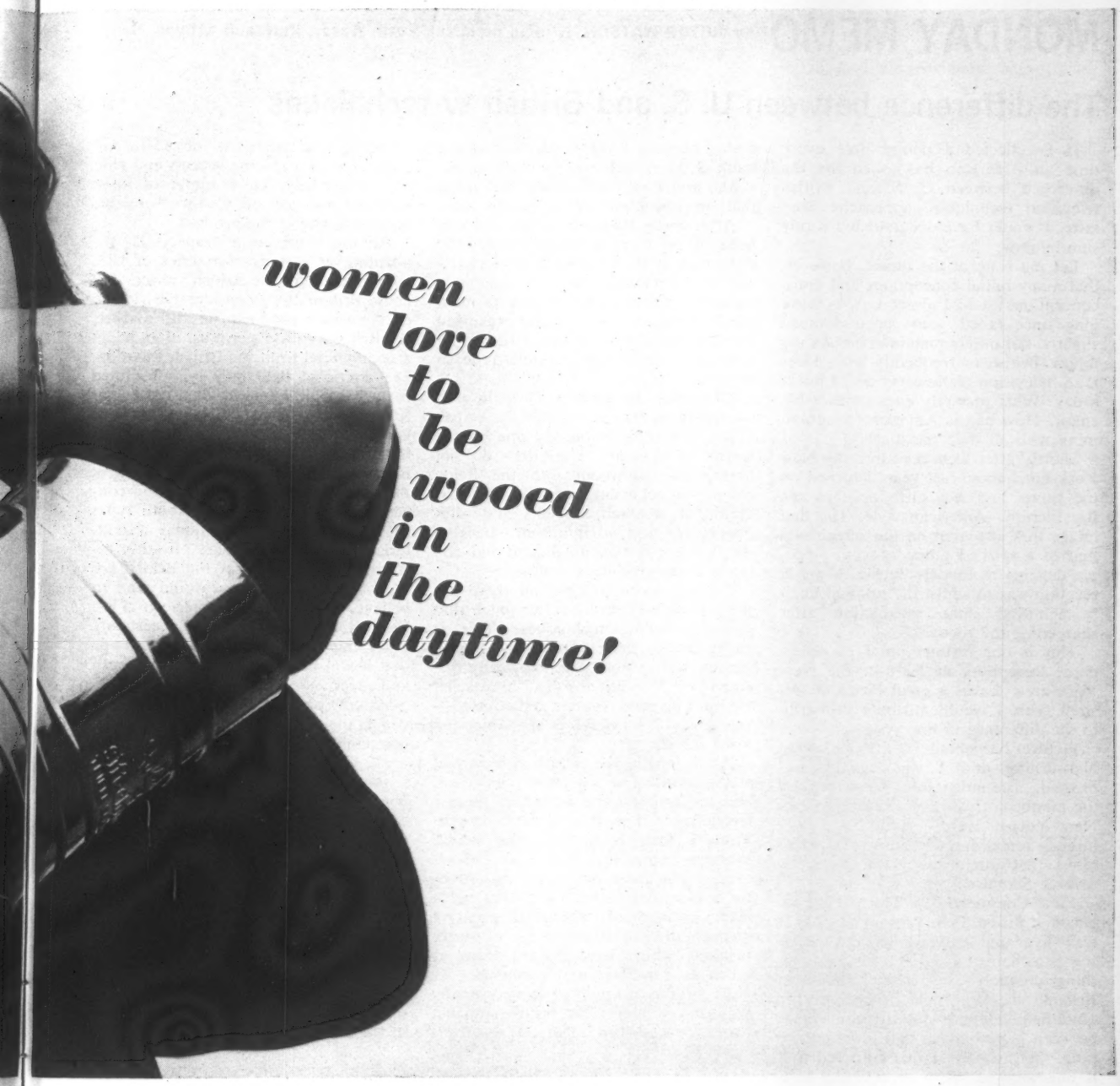
NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill.	ORchard 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

JOHN HOPKINS

And NBC Daytime has the personalities that sweep them off their feet! It's the biggest love affair in television. NBC Daytime personalities are turning the heads of America's women . . . towards the products they recommend. The ladies admitted as much in a recent study conducted by O'Brien-Sherwood Associates. Quizzed about 16 shows on all three networks, most of them favored products associated with NBC Daytime personalities over products endorsed by competing non-personality shows. Why? Here's what the study revealed: NBC Daytime personalities are more effective salesmen because viewers like

NBC DAY-TIME LINE-UP: 10:00 Say When • 10:30 Play Your Hunch (color) • 11:00 Price Is Right (color) • 11:30 Concentration • 12:00 Truth or Consequences • 12:30 It Could Be You



them, trust them, are receptive to them. The selling climate on NBC Daytime personality shows is better because commercials gain greater attention and confidence. The fact is that personality-delivered commercials rank best in honesty, sincerity, friendliness and reliability. Let this advantage work for your product via the NBC Daytime personalities that women like, listen to and trust. Remember, they admitted it. Remember too, NBC offers *more* top personalities than any other network—personalities like Bill Cullen, Hugh Downs, Bill Leyden and Jan Murray. No wonder ***NBC Television is leader in the Daytime!***

(color) • 2:00 Jan Murray Show (color) • 2:30 Loretta Young Theatre • 3:00 Young Dr. Malone • 3:30 From These Roots • 4:00 Make Room For Daddy • 4:30 Here's Hollywood

MONDAY MEMO

by VICTOR WATSON, tv-radio producer, Erwin Wasey, Ruthrauff & Ryan, N. Y.

The difference between U. S. and British tv techniques

If I collected a pound note every time an American has asked me the difference between U. S. and British television techniques, approaches and taste, I would have accumulated a tidy sum by now.

Let me state at the outset, however, that many initial conceptions and (misconceptions) I had about U.S. tv have long since faded, some have dimmed slightly, but others remain vivid. As my fellow Britishers frequently ask: Does U. S. television really carry on 24 hours a day? What precisely does sponsorship entail? How bad is American programming with all that "hard sell"?

Shortly after I checked into my New York hotel room last year, I turned on the tv set and was introduced to the Big Picture—American style. The first image that appeared on the screen was that of a spirited group of young people dancing to modern music. My first reaction was to adjust the set, and finally achieved some satisfaction after sharpening the focus.

This is one distinct point of difference. Reception, at least in the New York area, leaves a great bit to be desired. This I would attribute primarily to the difference in line system.

Picture-sharpening inevitably led to dial-turning and I was equally impressed, astounded and frustrated by the number of available channels (7 in New York). Here, I felt that I was missing something of significance or interest that might be taking place on several channels.

First Commercial ▪ Then I experienced my first U.S. tv commercial. It was "live" and featured the show's leading personality. This in itself is something uniquely American, because in Britain, the rules of non-sponsoring quite definitely rule out any connection between a program and commercial time. So strongly is this enforced that if one were to use a tv celebrity in a commercial it could not run adjacent to any program in which he was featured.

Compared with the average British commercial, this one at least, seemed to drag on for an exceptional length of time. It was followed by a lengthy film spot about a breakfast cereal and it seemed the sales points were repeated more frequently within the spot than would be the case in Britain.

A short while later I was informed that two or more advertisers were credited for my entertainment. This interested me, as it would most British conditioned to unsponsored shows—firstly, because I was finally seeing the method by which shows were sponsored, and then by the fact that more than one client was paying for the time.

After more than a year here, I can honestly say there is bascially very little difference in the creative and mechanical tv approaches between the two countries. From writer to camera man, the Englishman is set up and organized to work in a similar way, though he may not tend to take himself quite so seriously.

Difference In Taste ▪ Only in that controversial area of taste do the British differ. To state it bluntly and in the words of someone else, they do not "bring the bathroom into the living room" via schematic, cartoon-type diagrams of stomach ailments and aids, deodorants and ad infinitum. Instead, they employ a more intelligent and certainly a more subdued approach.

On this score in England there appears to be an over-all softer touch that pervades selling techniques. This is partly due to the nature of the British viewer, who is not "psychologically oriented" or "conditioned" to "hard sell." He must be gently wooed and courted—"romanced," I believe is the American word for it.

As to length, the British commercial at the moment seems more condensed, and the recent trend is one of greater frequency rather than greater length. This, I feel, is due to the media shortage, rather than time costs. However, I can quote one company (Procter & Gamble) as having maintained a level balance of 60-second spotting throughout, not conforming to yearly fashions which have ranged from as much as 2 minutes to 15 seconds.

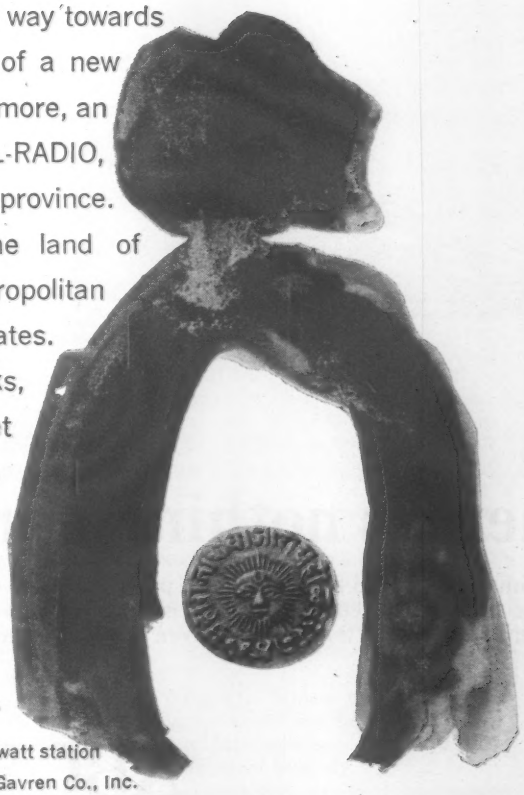
Regarding this point, I can personally attest to one highly successful campaign for a new British cigarette that was launched on the basis of 15-second spots. It was a roaring success and paid off handsomely, an example of good audience selection, coupled with creative understanding of the product.

Another interesting aspect is the adapting of a successful series of U.S. commercials for the British viewer. Because Britain has a considerable volume of American products on the market, the British tv producer must often adapt a commercial to fit the British situation, *i.e.*, a cricket field may be substituted for a baseball diamond, or a coffee bar for barbecue. The significant point here is the fact that adaptability—a sort of theme-with-variation approach—can and is successfully being used. And it proves that a basic creative approach and concept can appeal equally to both types of audiences, despite national characteristics or idiosyncrasies. In this respect, I would say that the British are not so far apart as one would tend to believe. The recent American Film Festival reel of commercials certainly bears this out, and I personally hope that it will be made available to British audiences.

As to production, the manner in which the independent film production companies in England are set up is identical. The only difference, and perhaps a superficial one, is that in America, producers seem more publicity-conscious. What about the human element involved in this business of tv? I distinctly recall wondering whether tv people on this side of the Atlantic were a different breed from those 3,000 miles in the other direction. Not so. Basically, like most people, they are the same. The only real discernible difference is one of tradition associated with England on all levels of society — including tv producers. That is, Americans drink coffee in the afternoon instead of tea.

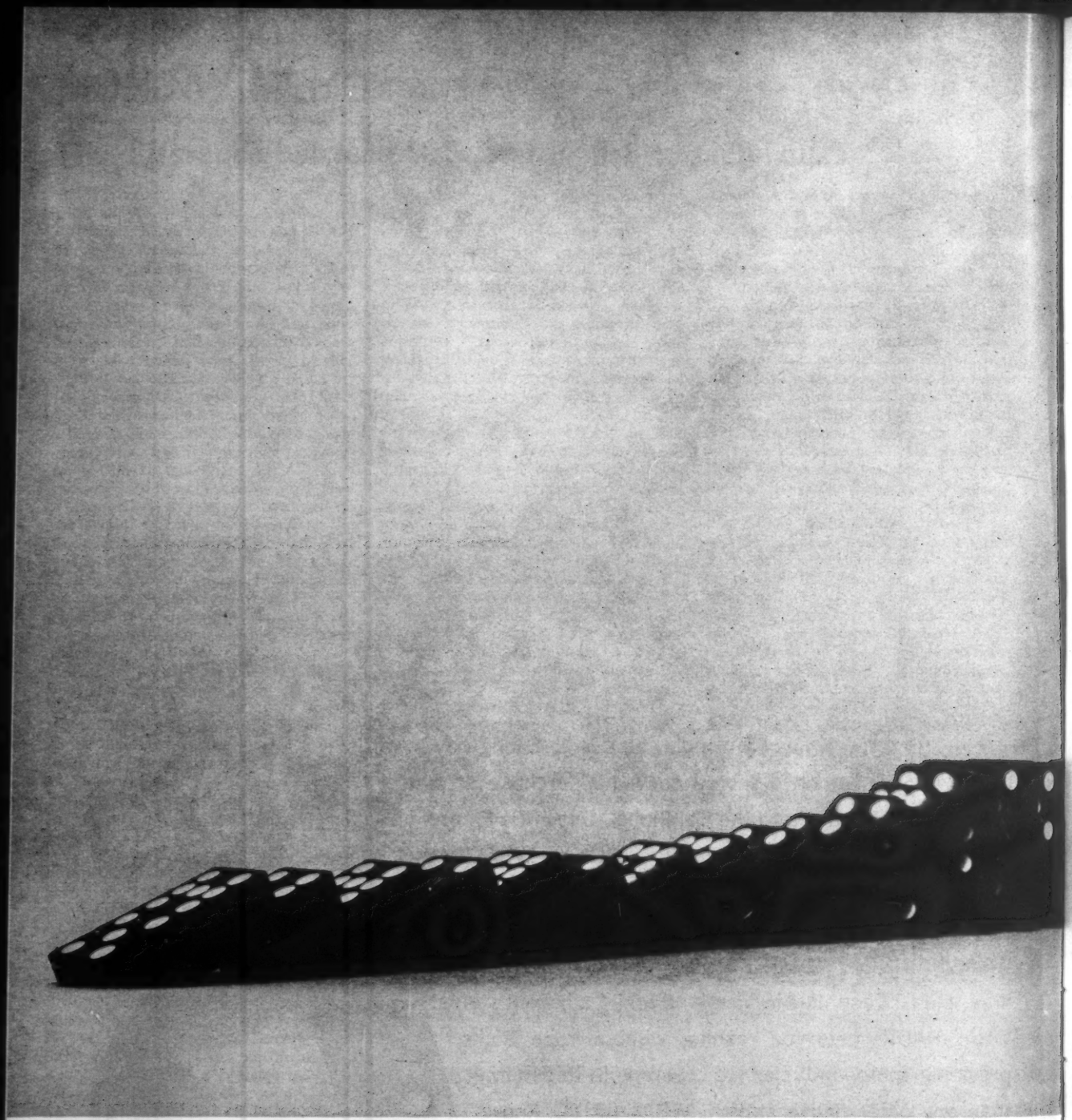
Victor Watson, at 25, is a graduate of Dover College in Kent, England. He joined Erwin Wasey, Ruthrauff & Ryan in England as a trainee in the tv department, was made assistant producer in six months, and given his own accounts to handle in about a year. He transferred to the New York office about 18 months ago. He currently is on the Staley's Laundry Rinse and Starch and Lawnboy Garden Products accounts among others.

ROUND UP YOUR RUPEES! In India, rupees go a long way towards the downpayment on a sacred cow, the purchase of a new spring turban or a trip to the Taj Mahal. But in Baltimore, an advertiser gets the best run for his rupees on WBAL-RADIO, the DOMINANT force of this densely populated province. Here's why: There are no "untouchables" in the land of WBAL-RADIO . . . WBAL-RADIO covers the entire metropolitan area, plus 37 counties in Maryland and 4 adjacent states. WBAL-RADIO gets you results, without rope tricks, providing more unduplicated coverage in this market than any other native station. WBAL-RADIO knows how to charm listeners of every age, every interest, with a distinctive format of Full Range Programming and Music for Mature Minds . . . If you want your advertising to purchase more sales, round up your rupees and reap results on WBAL-RADIO, Baltimore.



WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station

Associated with WBAL FM & TV / Nationally represented by Daren F. McGavren Co., Inc.



there is nothing harder to stop than a trend

Continuing its torrid summer rating pace, ABC-TV continues first in the competitive TV markets where the viewer can watch all 3 networks. Given this highly meaningful 3-way choice, Nielsen reports more homes liking more of what they see on ABC.* Such seeing, for the smart sponsor, makes the most successful kind of believing.

ABC Television

*Source: Nielsen 24 Market TV Report, average audience, week ending July 30, 1961, all commercial programs originating between 6-11 PM (N.Y. time) Monday through Sunday.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
August 14, 1961, Vol. 61, No. 7

WILL UHF SOLVE TV'S PROBLEMS?

■ Deintermixture again offered as solution to competition

■ Vhf losers promise last-ditch fight to prove plan mistake

■ AMST declares war: will battle against any compromise

Still reeling from attacks on programming and a tougher FCC, the broadcast industry last week was in the throes of a new and complex problem: uhf.

The top level of broadcasting's leadership spent hours and days last week considering the pros and cons—and the implications—of the FCC's latest moves on the road to uhf (BROADCASTING, August 10). At week's end such considerations were continuing, but one group alone had made up its mind and in some instances set wheels in motion. This was the group of eight vhf broadcasters threatened with deintermixture, the loss of their vhf channel.

These broadcasters had little trouble deciding what they were going to do. They were going to fight to retain their v's, "come hell or high water," as one put it.

The battle strategy became known toward the end of last week when Connecticut Gov. John N. Dempsey issued a strong protest at the action threatening ch. 3 in Hartford, and urged the entire Connecticut congressional delegation to attend a meeting in Washington tomorrow (August 15).

The threat of short separation vhf drop-ins brought almost an instant response from the Assn. of Maximum Service Telecasters which numbers the nation's major tv stations among its members. A special meeting of the AMST board convened in Ponte Vedra, Fla., on August 8 and reiterated the association's long standing opposition to any compromise of the tv mileage standards. It also expressed its sustained opposition to deintermixture.

Battle Points ▪ From a check with most of the station operators whose vhf's are proposed to be removed, the defense is clear: Broadcasters will show the FCC that the proposed moves must be denied on these grounds:

- Thousands, in some instances hundreds of thousands, of people will lose the only first grade television service they have.
- Vhf signals from other areas come into these communities and negate the commission's purpose to establish a uhf area.
- In some instances the threatened vhf channels are in the state capital and would withdraw service to a great area of the state. This is true in Montgomery, Ala., Hartford, Conn.; Columbia, S. C., and Madison, Wis.
- Uhf coverage cannot hope to match the service areas of existing vhf stations, and will result only in downgrading tv coverage.
- Instead of cutting down the service areas by substituting uhf for vhf channels, the better plan would be to add vhf channels, even at short separation. This would enhance service to the pub-

To mothers-in-law and pies-in-the-face add Minow

FCC Chairman Newton Minow finally made the big time last Wednesday, when he was co-starred with Jimmy Durante, Bob Hope, Gary Moore and Janice Rule on the hour-long NBC-TV colorcast sponsored by the United States Brewers Foundation.

Like the title star of another hit show, *Harvey*, Mr. Minow did not actually appear on camera. But he was the focal point of the hour-long program's dialogue.

Mr. Minow was mentioned in Jimmy Durante's introductory remarks at the start of the show: "The next hour will be devoted to uplifting the quality of television . . . if Mr. Newton Minow of the FCC is listening, at least, Newt, we're trying."

He was mentioned by Garry Moore in a chorus at the conclusion of the program. "I just say 'hello' and right away I have to say 'goodbye for a while,'" Mr. Moore warbled. "It's been an uplifting show and I'd like to say I hope Newt had a laugh or a smile."

And he was mentioned frequently in between the beginning and end of the show. The most memorable reference, at least to one viewer, was made by Mr. Hope who made a pass at a stout elevator girl and commented: "That's what Newton means by tv's vast waistline." The most pertinent reference was probably that of Mr. Durante. Returning rebuffed from an attempt to pick up a girl on the beach, he tried to alibi himself with his pals by stating: "I don't think it right, fellows. After all, we're married. What would Mr. Minow say?"

What Mr. Minow thought of the program could not be learned. He was in St. Louis last week and did not comment publicly.

lic and engender a more competitive situation.

Expanded Uhf ▪ The FCC's proposals, issued two weeks ago, moved to expand the use of uhf through a series of proposals: (1) deintermixture, (2) dual vhf-uhf operation, (3) elimination of the uhf table of allocations, (4) granting of an application for a uhf facility on a first come, first served basis without the necessity of a hearing, and (5) the relaxation of technical standards to make the cost of building and operating a uhf tv station more easy.

The proposal to drop in a third vhf facility in areas where there are now only two vhf's operating was termed an "interim" measure to aid in the competitive situation in these cities. The cities:

Baton Rouge, La.; Birmingham, Ala.; Charlotte, N.C.; Dayton, Ohio; Jacksonville, Fla.; Johnstown, Pa.; Knoxville, Tenn., and Oklahoma City.

The eight cities scheduled to be deintermixed if the FCC single-vote majority remains together:

Binghamton, N. Y.; Champaign-Urbana, Ill.; Columbia, S.C.; Erie, Pa.; Hartford, Conn.; Madison, Wis.; Montgomery, Ala; Rockford, Ill.

A BROADCASTING query to these stations produced these remarks from some: Paul W. Morency, WTIC-TV Hartford, Conn.—"There is absolutely no reason to remove ch. 3 from Hartford. Over 250,000 people will lose their only clear tv service, and it would require more than 20 uhf stations to cover the area we now serve with our vhf channel.

"Gov. [John N.] Dempsey has called a meeting of our congressional delegation of two senators and six congressmen for August 15 in Washington. Both the Senators and several congressmen have already voiced their opposition to the proposal and have pledged their support to see that this does not happen to the capital city's only v channel."

August C. Meyer, WCIA (TV) Champaign-Urbana, Ill.—"I have instructed our attorney and engineer to prepare documents showing that the FCC is wrong in its proposal to remove the vhf channel from our area of Illinois. Thousands of people will lose their only good tv service."

G. Richard Shafto, WIS-TV Columbia, S.C.—"There has been a rising response in opposition to the proposal. The governor has issued a vigorous protest, and both our Senators and our Congressmen have assured us of their solid support.

"Our Chamber of Commerce board unanimously passed a resolution at a meeting this morning [Aug. 10] charging that the proposal would severely curtail the communications of our community. This action was taken even though the chamber was not asked to take sides. The chamber considers this possible loss on a par with the loss of a community asset like an airline, a railroad or a newspaper.

"The FCC acted without enough facts. Columbia and the WIS-TV coverage area are infiltrated by vhf signals from all sides—Florence, Augusta [Ga.], Greenville,Asheville-Spartanburg, Charlotte and Charleston. And in addition we know that uhf cannot begin to serve the area now covered by WIS-TV."

Carter C. Hardwick Jr., WSFA-TV Montgomery, Ala.—"This is a blow to the state capital and unjust in the bargain. The people in Central and South Alabama now receive their tv communications from a station in the capital of the state; if this vhf is deleted, they will be receiving television information from vhf stations outside the state, from Columbus, Ga.; Meridian, Miss., and Pensacola, Fla."

Both WIS-TV and WSFA-TV are commonly owned, by the Broadcasting Company of the South. This is the only broadcaster hit twice by the commission's deintermixture proposal.

Morton H. Wilmer, attorney for Triangle Stations, whose WNBF-TV Binghamton, N.Y., is one of the stations threatened with loss of its vhf channel—"The removal of our vhf channel is indubitably against the public interest. Uhf cannot possibly serve this New York state audience, the terrain is too rough. More than 75% of our audience would lose their only first class tv service. We did not oppose deintermixture in Fresno [KFRE-TV in Fresno, a Triangle station, was changed from ch. 12 to ch. 30 this year], but in Binghamton we are vigorously opposed. The commission is leading from weakness here; what it should do is put another v in the area. We would welcome competition from another v."

Ralph Immell, WISC-TV Madison, Wis.—"of course we will oppose it by any and all proper means."

AMST Board ▪ The FCC's actions and proposals sparked an urgent, special board meeting of the Assn. of Maximum Service Telecasters. It was held August 8 in Ponte Vedra, Fla., with virtually 100% attendance of the 21 members of the board.

The only official word of the board's discussions or decisions came in a letter sent by Lester L. Lindow, executive director of the association, to members.

Salient significance of the AMST activity was contained in the last two paragraphs of the three paragraph letter:

"In the opinion of the board, and after thorough discussions, many undesirable consequences to the television service now received by the American public would result if the Commission proposals are finalized.

"Additional studies and analyses are contemplated by the association and you will be hearing further from us in the future."

The one-day meeting was chaired by AMST President Jack Harris, KPRC-TV Houston, Tex.

AMST is on record in previous FCC proceedings as opposed to short mileage separations and also deintermixture. The latter, it has said, would bring on a "creeping paralysis" because the

Europe moves toward

A surge toward an intermixed vhf-uhf television system is occurring in Europe, with an ultimate count of over 1,100 vhf stations and five times that many uhf outlets possible in the next few years.

This is the principle significance to be drawn from the recently completed Stockholm European Broadcasting Area conference which made assignments for the first time in the uhf bands.

The conference, held in the Swedish capital May 26 to June 23, issued about 3,600 authorizations for European uhf television—and even so did not complete action on all the over 5,500 requests for uhf assignments.

Actually the conference made assignments only up to 742 mc. Uhf television in Europe runs from 470 mc to 960 mc. Additional assignments in the remainder of the uhf band will be made later.

Assignments provide for specific transmitter locations, frequencies, radiated power, antenna heights and, in some instances, directional antennas.

The assignments become effective Sept. 1. The Stockholm authorizations supersede the 1952 television and fm assignments in Band I (41-68 mc), Band II (87.5-100 mc), Band III (162-230 mc), Band IV (470-582 mc) and Band V (582-960 mc).

In television, the Stockholm conferees made 230 assignments in Band I, 40 in Band II (which is officially the fm sound broadcasting band), 800 in Band III and 3,600 in

intermixed television system

Bands IV and V.

The conference also made 1,900 assignments for fm sound stations—300 in Band I and 1,600 in Band II.

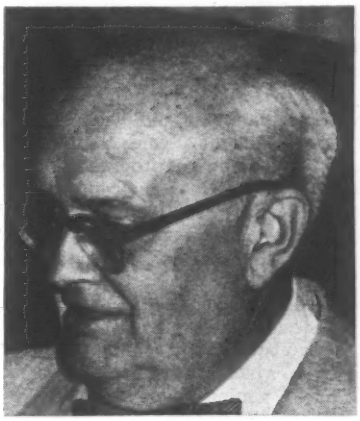
Standardized Standards ▪ All the uhf assignments were made uniform for the whole European area. All are 8 mc wide and standardized on 625 lines, although there are minor technical variations among the different countries.

This compares with the gamut of standards in European vhf television, ranging from 405 lines to 819 lines, on 5 to 14 mc widths.

Each uhf channel (which runs from ch. 21 to ch. 81) had approximately 110 stations authorized, except ch. 38 which had 40 assignments made.

Although the effects of these new tv assignments on all countries could not be ascertained at this time, West Germany sees the uhf assignments as permitting the full expansion of its "second" tv network. Also in the planing stage is an all-uhf network which is scheduled to start the end of this year or early in 1962. Some of the uhf assignments received by West Germany will be used as translators to fill in white areas in that country's vhf tv network.

Impressed with the European Broadcast conference's approach to uhf was C. M. Jansky Jr., chairman of Jansky & Bailey, consulting engineers, a division of Atlantic Research Corp. Dr. Jansky attended the conference as the representative of the International Radio Maritime Committee, one of several international organizations which had observers present. He was the only U. S. citizen in attendance.



Dr. Jansky

The technical foundation on which the conference set the uhf assignments was excellent and a sound basis for determining the spacing and power/antenna height ratios, Dr. Jansky said. These included: propagation curves, protection ratios, field intensities, signal-noise ratios, visual-aural ratios and directional antennas.

The technical standards were based on a study of uhf television by the International Radio Consultative Committee (CCIR) at a meeting at Cannes Feb. 28-March 17.

"This philosophy is sound," Dr. Jansky said the other day, "not at all like the mileage separation philosophy we have. They figured out in each instance who the station should serve and what they needed to accomplish this purpose."

Dr. Jansky said he was also impressed with the use of an electronic computer for determining powers and antenna heights based on coverage and other criteria. The computer at Stockholm U. rattled out answers at the rate of one transmitter every 20 seconds.

Effective Sept. 1 ▪ The Stockholm agreement becomes effective Sept. 1. Provision is made in the agreement for possible revisions in 1968.

Countries participating, all in Europe or bordering the Mediterranean Sea:

Austria, Belgium, Bielorussia, Bulgaria, Czechoslovakia, Cyprus, Denmark, Spain, Finland, France, Greece, Hungary, Ireland, Iceland, Israel, Italy, Lebanon, Libya, Luxembourg, Morocco, Monaco, Norway, Netherlands, Poland, Portugal, Romania, Swedan, Switzerland, Tunisia, Turkey, United Arab Republic, Vatican West Germany, Yugoslavia, Ukraine, United Kingdom, USSR. Albania, Iraq, and Jordan were entitled to participate but did not have any delegates at the meeting. Also present were representatives of the maritime radio committee (Dr. Jansky), radio and astronomy group, western broadcasting association, eastern broadcasting group.

There were approximately 150 delegates at the meeting, representing these 37 countries, plus an observer team from East Germany.

simple moves of deintermixture in individual markets cannot be separated from the chain reaction inherent in the engineering foundation of tv.

Congressional Action ▪ The first full scale attack on the FCC's proposal to deintermix came from Hartford, Conn., where the commission suggested removing WTIC-TV's ch. 3 and substituting ch. 76.

On August 9, Connecticut Gov. John N. Dempsey, issued the following statement:

"Ch. 3 has established itself as an invaluable asset to Connecticut and adjoining areas through the years it has served the public as a vhf (very high frequency) television station.

In all phases of its operations—public information, entertainment, education—it has consistently adhered to a policy of high quality and has demonstrated an unusually high sense of public responsibility.

"The Federal Communications Commission (FCC) now proposes to transfer this station from its present ch. 3 to ch. 76, a uhf (ultra high frequency) band. The effect of this change would be to deny to hundreds of thousands of residents the many benefits which ch. 3 has brought to their homes and their communities.

"To those many thousands of people in Connecticut and adjoining areas who would be deprived of their only acceptable television service, ch. 3 has become a vital part of their lives. The loss to them of ch. 3 as a vhf station would be contrary to the public interest.

"Because of the urgency of the situation, I have asked the members of the Connecticut congressional delegation to meet with me in Washington next Tuesday, August 15.

"I shall also name as soon as possible a citizens committee of prominent Connecticut residents to insure a full presentation of the case to the FCC. I am prepared to take whatever other steps may be deemed necessary to keep ch. 3 operating with its present services unimpaired and with full opportunity to serve the needs of this growing and important industrial and business area."

The text of the telegram sent by Gov. Dempsey to members of the Connecticut congressional delegation is as follows:

"The recent order of the Federal Communications Commission proposing to wipe out the present operation of television ch. 3 in Hartford is a serious threat to this necessary facility in our state. More than a quarter million of our people would find themselves with-

out any clear television service. An additional 145,000 would lose their choice of service. I'm sure you will agree with me that we cannot allow this to happen.

"This threat is of such gravity that I am appointing a committee of prominent Connecticut citizens to insure proper presentations to the FCC.

"Because of the emergency nature of the situation, I respectfully urge you to join me with your fellow members of the Connecticut congressional delegation next Tuesday, August 15, at the Statler Hilton Hotel in Washington for full consideration of a plan of action to assure the continuation of the present operation of ch. 3 in the interest of our people."

Nets Study ▪ The three television networks were giving the FCC's proposals the closest scrutiny. Top floor executives huddled in furrowed-brow policy discussions, but none was prepared to give a definite answer yet.

Some of the FCC's proposals, like dual operation in the same city, sounded sweet in the ears of some network officials. Even if uhf did not prove out, this was insurance they cannot afford to overlook. And the intangible benefits from acceding to the FCC's wishes was not to be overlooked, either.

This was some of the thinking going around in at least two network headquarters last week.

ABC had a different problem. There its consideration of uhf was tempered with satisfaction at the commission's action proposing to drop a third vhf channel into eight significant markets where there are only two vhf presently, and where ABC has no primary affiliate.

The ABC executive meeting on the subject took place last Wednesday. While no decision was reached, it was understood there's a far from negative attitude about filing for uhfs in the five cities in which the network owns its own vhf stations. It's evident, ABC feels, it is under some obligation to go along on the FCC's uhf proposals as an indication of its good faith for what the FCC did in the matter of vhf drop-ins.

In the course of the discussions at ABC, it's understood, the predominant feeling was that uhf operation in o&o markets must definitely be duplication. This is based, it's believed, on cost factors and the premise that separate programming on uhf would put a broadcaster in competition with himself.

Prospective Applicants ▪ ABC executives figure there will be from five to eight applicants for each of the vhf channels proposed to be shoe-horned in the eight markets chosen to be deintermixed.

This estimate is based on queries already received by the network regarding affiliation in Syracuse, Rochester and Grand Rapids, where the commission issued final orders adding an extra vhf channel, but at regular mileages.

The matter of vhf-uhf dual operation was also under consideration by the executives of the dozen group tv owners, but none was ready at week's end to make a public announcement. It is presumed that no final decisions have been made by these either.

There was some thought the FCC's moves toward uhf might have a deleterious effect on color tv set sales. This was discounted by color merchandising executives. RCA authorities said that the uhf moves would not disrupt their plans in the manufacture of either broadcasting or receiving equipment for color or uhf. Bruce S. Durant, vice president, production planning and development, RCA Sales Corp., had this to say:

"RCA Victor now has uhf tuners as an optional feature of its color tv sets. This means that such sets can be sold in any uhf-color broadcasting area. The price with the uhf tuner is about $30 more than conventional models."

BROADCAST ADVERTISING

LONGER 10-SECOND ID'S

Their 'selling portion' to be increased as result of new 42-second station breaks

Advertisers using 10-second television IDs in the new 42-second station breaks this fall will get one-third more time for the audio portion of their messages and one-fourth more time for the video. That's two seconds of each portion.

It means that the selling portion of the so-called 10-second ID, which up to now has been only 8 seconds, will become a full 10 seconds. The usual two seconds for the station ID will be added onto that, so that the total time for commercial plus ID will be 12 seconds instead of ten. In the past, the advertiser has had to give up two seconds of the 10-second total in order to make room for the station ID.

The two-second increase in advertising time is the net result of revisions in the Station Representatives Assn.'s standards for 10-second IDs in television, as announced last week by SRA Managing Director Lawrence Webb. The video portion, which has been eight seconds, becomes 10; the audio portion goes from six seconds to eight (the audio portion is shorter than the video in order to allow for switching by stations).

Clarification ▪ The standards were revised in response to agency requests for clarification as a result of the three tv networks' decision to expand prime-time station breaks from 30 seconds to 42 seconds, effective with the start of the new fall season.

The 30-second break leaves room for a 20 and a 10; the 42-second break can accommodate a 30 and the new, 12-second-size 10. The time may also be sold in other lengths, but the NAB code forbids more than two commercial messages in the break and network affiliates generally have foresworn triple-spotting.

Although the revised standards specify new commercial lengths for 42-second breaks, they do not rule out the old standards. These will necessarily still apply in 30-second breaks which are not being expanded. Commercials made to the old standards also may be used in the 42-second breaks, but in that case the stations will have two seconds of time to fill (or leave blank).

No Rate Hike ▪ Authorities said they do not anticipate any increase in 10-second time rates as a result of the lengthening of allowable commercial time.

The original 10-second ID standards were adopted in 1954 by representatives of SRA, the American Assn. of Advertising Agencies, the NAB and film producers. Last week's revision was made by the SRA television trade practices committee, headed by Ed Shurick of Blair Tv.

The revision provides these specifications for use in the production of full-screen 10-second ID commercials:

Audio: 1½ seconds silent; 8 seconds commercial; ½-second silent to allow for switching.

Video: 10 seconds commercial.

Padding specifications were not changed. Nor were the standards for three-quarter-screen shared IDs, which are no longer used to any great extent.

shhh!

"Listen!" is on. Each weekday afternoon thousands of people in the greater Boston area listen to "Listen!" with Paul Benzaquin—a program typical of the *idea* radio produced by WEEI. They get entertainment, of course, but entertainment for adults—information on books and the theatre, on what's going on in the civic and cultural life of Boston, good fun, good music, interviews with important personalities—everything that interests alert adults.

You find this kind of *idea* radio only on the CBS Owned Radio Stations across the country. Radio for adults—the forgotten people who spend the money. In all seven of our markets it will pay you to stop and look into *idea* radio . . . the kind that makes people in Boston listen to

"Listen!"

WEEI BOSTON, **WCBS** NEW YORK, **WBBM** CHICAGO, **WCAU** PHILADELPHIA, **KNX** LOS ANGELES, **KCBS** SAN FRANCISCO, **KMOX** ST. LOUIS: **THE CBS OWNED RADIO STATIONS**
REPRESENTED BY CBS RADIO SPOT SALES

FEMININE HYGIENE ON TV DESPITE CODE

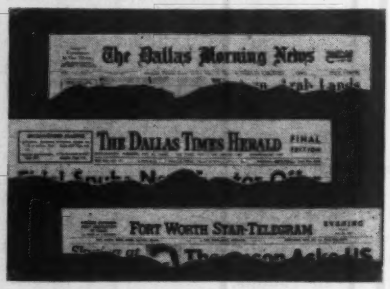
Colleens' campaign directs viewers to newspaper ads

How to place a new feminine hygiene product before the television audience despite obstacles of usual broadcaster reluctance to carry such advertising, and the necessity of good taste.

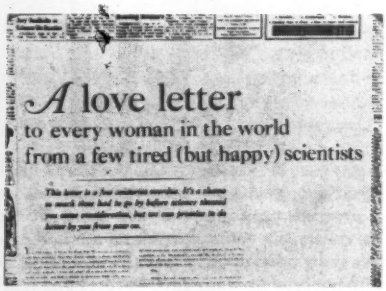
That's the problem which presented itself in the New York office of North Adv. for its client, Mayfield Industries Inc., Fort Worth, Tex., a new company organized in 1960 for the express purpose of marketing the new product called Colleens.

North's answer starts on tv as a test in Dallas and Fort Worth next week (Aug. 21).

The conception, as explained last week by Mrs. Dolores E. Kupperman and Sam Novenstern, North's supervisor on the account and media director respectively, is to use ID's exclusively to stimulate women viewer interest in a newspaper test introduction campaign.



"In the women's section of tomorrow's paper . . .



. . . there's an exciting letter you may remember all your life."

The name of the product is neither seen nor heard in the quickie commercial, and reference is made only to the newspaper advertisement which identifies both the product's name and the package.

Only One Market ▪ Since the product is being introduced only in Mayfield's home town at this point, the Fort Worth-Dallas area also is the only tv market. Ads will appear at the outset in three newspapers, two in Dallas and one in Fort Worth. They are headlined, "A love letter to every woman in the world from a few tired (but happy) scientists."

The ID technique picks up a montage of the newspapers' mastheads with voice noting "In the woman's section of tomorrow's paper" and then shows the top headline of the ad (minus identification of the product), and the voice concludes, "there's an exciting letter you may remember all your life." About 12 IDs daily will be run (three days each week for at least two weeks) in daytime and evening time for reach. Tv is to be used to "sell or merchandise the advertisements," it's explained.

North Adv., which has had the account for 10 months, will keep close tabs on the tv test that hopes to increase substantially readers' noting of the ads. As Mrs. Kupperman remarked, "We seek first-time triers. We know the printed advertisement can attract the consumer but women must know it is there and read it."

The Mayfield group spent some $750,000 in researching and developing the product for which the company has plans of expansion into still other markets. The long-range objective is to obtain national distribution and to become competitive with all of the feminine hygiene product market. (Billing level of such accounts—nationally—is estimated at $2-2.5 million). Preceding the full-scale print and tv test in the market, the company used small preview newspaper ads which offered the product for 25 cents plus a coupon (it retails for 89 cents).

Is Shell Oil coming back to tv advertising?

Reports mounted last week that Shell Oil's $15 million honeymoon with the print media was just about over and that next year will see a substantial return of the oil company's consumer billings to the broadcast fold.

It was said that Shell, through Ogilvy, Benson & Mather, was buying into at least five widely scattered test markets around the country for a four-month campaign using 60-second spots in fringe times. If the results of the tv test campaign warrant it, Shell reportedly is prepared to commit a considerable chunk of its advertising billings—probably on a spot-only basis—by early next year.

Last month Shell made its first firm move back toward tv since its print-only campaign began, when it approved a three-week spot tv schedule of ID's, chainbreak 20's and one minutes in some 30 markets covering about 12 (mostly southeastern) states (BROADCASTING, July 17). The campaign, supplemented by a 9 to 15 week radio spot campaign, was geared to a sailboat giveaway promotion that Shell dealers were handling.

It was revealed last week that Shell had at first been fearful that the giveaway might be deemed a lottery, but decided after study to go ahead with the campaign—steering clear, however, of such states as Florida, New Jersey, Connecticut, Ohio and Missouri, which have strict anti-lottery laws.

The American Newspaper Publishers Assn. is trying to win more oil company advertising money on the strength of Shell Oil's 1961 all-newspaper advertising campaign.

In a presentation to oil men at the Tulsa Advertising Club on Aug. 4 (said to be the first such to a top-level group of oil company executives), ANPA's Bureau of Advertising claimed Shell's $15 million newspaper campaign is enjoying a "high degree of success."

A statement from Jock Elliott, senior vice president and the account executive for Shell at Ogilvy, Benson & Mather, the agency handling the oil company's consumer billings, was featured in the presentation. Mr. Elliott is quoted as saying that the "voice of Shell is being heard," thanks to the newspaper campaign, and that's the way it's going to continue.

Daytime news on WQXR open for sponsorship

Advertisers for the first time can sponsor news programs broadcast in the daytime on WQXR-AM-FM New York, owned and operated by the *New York Times* which also prepares and edits the newscasts. Evening newscasts will remain restricted for *The Times* promotional purposes as they have been in the past. *The Times* newscasts have been on the stations since July 1946.

No sooner did the station make public its turnabout in the 15-year old policy than it got its first news advertiser: Air France, through BBDO, New York, was reported to have signed already for one of the packages of *Times* newscasts.

The news summaries are six minutes in length with some exceptions and usually broadcast each hour on the hour. As explained by the station last week, the news programs will be limited to five sponsors, sold in four packages and open to four advertisers on a Mon.-Fri. schedule but in one package to one advertiser on Saturday and Sunday. Each of the Mon.-Fri. packages will include 16 news periods (6:30 a.m.-5 p.m.).

"CONTINUOUSLY INTRIGUING!"

–NEW YORK TIMES

THE QUIET AMERICAN

starring

AUDIE MURPHY · MICHAEL REDGRAVE · CLAUDE DAUPHIN · GIORGIA MOLL

ONE OF THE A-OKAYS...
32 RECENT UNITED ARTISTS FILMS
NOW RELEASED FOR TELEVISION!

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800 ■ **DALLAS** 1511 Bryan St., RI 7-8553
CHICAGO 75 E. Wacker Dr., DE 2-2030 ■ **HOLLYWOOD** 1041 N. Formosa Ave., HO 6-3429

Radio has made Drug Fair a 'buy' word

64-STORE CHAIN SAYS IT'LL NEVER STOP BEING STRONG RADIO USER

"Don't say drug store, say Drug Fair—there's a big difference." Put these words to music, buy saturation radio (500-800 spots weekly) and you have in essence the success story of one of America's fastest growing drug chains — Drug Fair, pharmaceutical "buy" words in the Washington area.

In 10 years of accelerated success—each year surpassing the previous one—Drug Fair and its agency, Kal, Ehrlich & Merrick, Washington, have concentrated for the most part on a strictly "soft sell" saturation program—not to peddle any of the firm's more than 25,000 products but to create a household image of Drug Fair, a goal that has more than been accomplished.

From four scattered and occasionally profitable stores in 1951 (before radio and before Kal, Ehrlich & Merrick), Drug Fair has become a sprawling chain of 64 stores from Washington, D.C., to Zagreb, Yugoslavia. The Zagreb store was built at the request of the U.S. Dept. of Commerce to represent this country at the 1960 International Trade Fair there. And it stole the show, attracting more than 2 million persons in two weeks and producing unlimited good will between the U.S. and Yugoslavia. A duplicate store is located in McLean, Va.

Drug Fairs are super drug stores of about 15,000 square feet of space which offer an unusual variety of products in a one-stop shopping area. "At one time," said Dr. Milton L. Elsberg, president of Drug Fair, "a customer could buy a car and even a house in a Drug Fair—and some did." These products are out of stock now, he added.

Always Radio ▪ From the outset of its association with Kal, Ehrlich & Merrick, Drug Fair has used a saturation radio plan, a maneuver KEM has used successfully with many of its clients. As many as 800 one-minute and 30-second spots were purchased weekly on 12 Washington area stations. Radio and television accounted for 60% of Drug Fair's advertising budget in those important early days of expansion.

Television actually did not come until late in the 1950s when Drug Fair purchased its only show, *Tippy Stringer and the Weather,* on WRC-TV, a daily late evening (11:10-11:15 p.m.) report on the weather. Other tv purchases were strictly on a spot basis. In Tippy Stringer, Drug Fair and KEM officials believed they had the "perfect personality" with which to associate their image.

"I don't know what there was about her," commented "Doc" Elsberg, "she was fresh-looking, mildly pretty but a marvelous spokeswoman. She had that 'familyish' quality, a particular realness that appealed to her audience." Drug Fair and Tippy remained a loyal combination until she retired in 1959 to become the wife of Chet Huntley of *Huntley-Brinkley* fame.

With the departure of Tippy to domestic life, Drug Fair, unable to find a suitable "personality," has relied solely on radio as its broadcast media. Today Drug Fair divides its 800 weekly spots among WTOP, WMAL, WWDC, WOL, all Washington; WEAM and WAVA, both in nearby Arlington, Va., and WINX Rockville, Md.

Other Radio Activities ▪ In addition to its regular schedule, Drug Fair also has purchased a three-week, 250-spot campaign on WAGE Leesburg, Va., to promote its newest store there (about 40 miles south of Washington) this week. Earlier this year Drug Fair opened a store in Winchester, Va. (75 miles from Washington) using a three-week 250-spot saturation on WINC, that city, and a similar plan in Warrenton, Va., on WEER and WKCW, that city. Drug Fair maintains a strong spot schedule on all these stations.

At least six similar campaigns will be in the offing by the year's end since Drug Fair officials plan to have 70 stores in operation by that time. The firm has established 34 stores since the start of 1959.

The importance of radio as a tool in the continuing rise of Drug Fair still is a factor to be reckoned with, according to Alvin Q. Ehrlich, vice president of KEM, despite the fact that it now shares about one-third of the firm's $500,000 annual advertising budget, a 45% slice of the position it held four years ago.

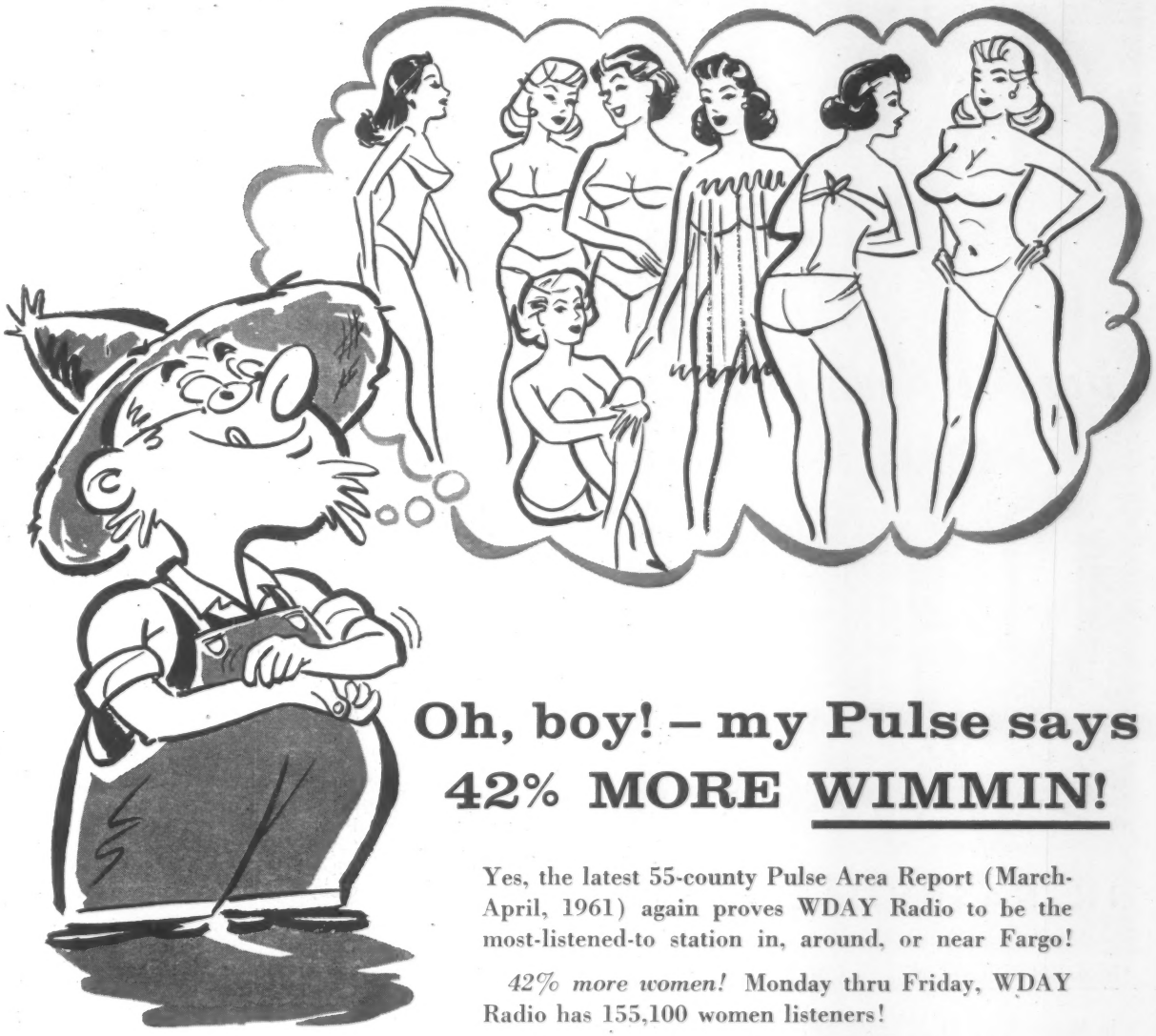
Radio Forever ▪ "We (Drug Fair) will never stop being a strong user of radio," Mr. Ehrlich said, "particularly now with so many car radios and transistors in use. As a medium it proved itself when we needed it most. And it still is our most effective form of advertising," he added. All but 10 Drug Fairs are located in suburban shopping areas.

Indicative of the truth of Mr. Ehrlich's words has been the uniform acceptance of the Drug Fair jingle in the Washington area, resulting basically from a radio effort. In a recent Marketing Analyst & Co. survey in which 3,000 Washingtonians were asked to name their favorite advertising slogan, the catchy Drug Fair tune was far and away the most popular, besting the nationally advertised (both radio and television) Winston cigarette phrase, "Winston tastes good, like a cigarette should" by a considerable margin. "The words to the jingle weren't too impressive, nor were they much of a sales tool in print," disclosed Philip F. Berne, senior account executive on Drug Fair, adding, "but they really caught fire when we put them on the air."

The use of radio as the key chapter in the Drug Fair story might be a little more than a casual circumstance. The firm's president, Dr. Milton L. Elsberg, served a brief tenure as a disc jockey at WCBM Baltimore in the early 1930's before striking out for greener pastures in the pharmaceutical field.

Began In 1938 ▪ He built the first Drug Fair—then called the Community Drug Co.—with his partner Robert

An artist's drawing of the Drug Fair store which represented the U. S. at the 1960 international trade fair at Zagreb, Yugoslavia. Yugoslavians managed to transform the firm's radio jingle into their own language: Don't say drug store, say Apoteka Sajam—there's a big difference.



Oh, boy! – my Pulse says 42% MORE WIMMIN!

Yes, the latest 55-county Pulse Area Report (March-April, 1961) again proves WDAY Radio to be the most-listened-to station in, around, or near Fargo!

42% more women! Monday thru Friday, WDAY Radio has 155,100 women listeners!

50% more men, too (though we really don't care nearly so much about *them*)! WDAY Radio has 91,400 men listeners!

But don't think there's anything unique about this situation. It's been going on for years and years and years. *Ask PGW for all the facts!*

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

WSIX TV 8

Does it Again!

IN NASHVILLE

*NEW ARB REPORTS WSIX-TV 8 NO.1 in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday (*June ARB, 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Aug. 3-9 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Aug. 3	**The Untouchables** (9:30 p.m.)	ABC-TV	22.8
Fri., Aug 4	**77 Sunset Strip** (9 p.m.)	ABC-TV	16.8
Sat., Aug. 5	**Gunsmoke** (10 p.m.)	CBS-TV	20.0
Sun., Aug. 6	**Holiday Lodge** (9:30 p.m.)	CBS-TV	20.0
Mon., Aug. 7	**Peter Gunn** (10:30 p.m.)	ABC-TV	13.3
Tue., Aug. 8	**Thriller** (9 p.m.)	NBC-TV	15.6
Wed., Aug. 9	**Jimmy Durante Show** (10 p.m.)	NBC-TV	24.0

Copyright 1961 American Research Bureau

Gerber (now the firm's board chairman) in September, 1938 in Arlington, Va. The 1,200-sq. foot store (since expanded) still is in operation. At the insistence of Kal, Ehrlich & Merrick, the firm took the name Drug Fair in 1951.

The multi-million dollar chain has snowballed amazingly. Projected sales for 1961 will total $40 million (highest in history) as compared to the $24 million for 1959. Last October Drug Fair appeared on the American Stock Exchange, closing the first day at $10.12 per share. It has climbed to more than $17 per share.

The future of the Drug Fair-radio combination appears bright, if Dr. Elsberg's estimations hold true. The chain should reach 100 stores by 1965, he predicts, mostly in new areas far outside the Washington area (Maryland, West Virginia and parts of southern Virginia) where the Drug Fair image is not known. And it will be spot radio, as usual, telling the story.

Business briefly...

Prefontaines French Wine, division of National Distillers & Chemical Corp., N. Y., has launched a spot radio campaign on network outlets in New York, Albany and Rochester. Campaign will be extended to Buffalo, Washington, D. C., Baltimore, Providence and Hartford Sept. 5. Agency: Lawrence Fertig & Co., N. Y.

Jacob Ruppert Brewery, N. Y., for its Ruppert-Knickerbocker Beer, has bought $50,000 worth of radio spots in the N. Y. metropolitan area alone. Stations in New York carrying the 16-week schedule are WNBC, WCBS, WOR, WNEW, WMGM, WABC and WMCA. Agency: Warwick & Legler.

E. R. Squibb & Sons, division of Olin Mathieson Chemical Corp., N. Y., will sponsor ABC-TV's *ABC Evening Report* (Mon.-Fri. 6-6:15 p.m. EDT), when the revamped news program starts Sept. 25. The network's current news show in the 6 p.m. slot has been unsponsored. The new show's format will feature the reporters who cover each day's stories. It will have three permanent anchor men—Bill Lawrence in Washington D. C. and Al Mann and John Cameron Swayze in New York. Agency for Squibb is Donahue & Coe Inc., N. Y.

P. Ballantine & Son, Howard Clothes, L&M Cigarettes and **Parks Sausage** ordered sponsorship of the 19-game schedule of the New York Giants pro-football team on WNEW New York, starting with an exhibition game last Saturday (Aug. 12) in Portland, Ore. The schedule includes all home and away pre-season and regular season games, with exclusive radio coverage of seven games. Agencies: William Esty (Ballantine), Mogul, Williams & Saylor (Howard Clothes), Dancer-Fitzgerald-Sample (L&M) and Leon Golnick Adv., Baltimore (Parks).

General Motors Corp. will sponsor Danny Kaye's third tv appearance as star of an hour-long comedy special on CBS-TV Nov. 6 9-10 p.m. EST). Agency: Campbell-Ewald Inc., Detroit.

Beecham Products, N. Y., has signed to sponsor *The Connie Francis Show,* an ABC-TV special to be broadcast Wed., Sept. 13 (9-10 p.m. NYT). The show, Miss Francis' first network tv special, will have as guest stars Art Carney and George Burns. Agency: Kenyon & Eckhardt, N. Y.

The Brunswick Corp., N. Y., has signed for partial sponsorship of *The Steve Allen Show* (Wed., 7:30-8:30 p.m. NYT) on ABC-TV during the 1961-62 season. Agency: McCann-Erickson, N. Y.

Kemper Insurance Cos., Chicago, have bought partial sponsorship of NBC-TV's *All-Star Golf* show (Sat., 5-6 p.m. NYT) starting Oct. 14. Agency: Clinton E. Frank Inc., Chicago.

Hazel Bishop for new products in its cosmetics line has begun buying nationwide for a new saturation spot tele-

A quality image is the reflection of many business facets. And, at WFAA-TV there is the constant search for the new, the unusual, the stature-building ingredients which will help to implement that image. An example is the recently initiated and widely acclaimed: "Let Me Speak to the Manager." Answers to viewers' questions are openly and honestly aired during this Sunday evening 30 minute program. And they range all the way from violence on TV to distasteful commercials. Sorry, but it is not available for sponsorship. But WFAA-TV does have many fine avails, and your local PETRYMAN is kept abreast daily. Call him TODAY!

WFAA-TV

channel 8

Represented by Edward Petry & Co., Inc. The Original Station Representative

AT *"Communications Center."* DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

A fresh, clean approach to sex

Sharp copy, creative photography, subtle humor and coy sex as personified by an alluring new spokeswoman, have been blended by Doyle Dane Bernbach into two highly effective, much talked about, surprisingly soft-sell deodorant commercials for 5-Day Labs.

Called "The Girl in the Bath Towel," and "The Girl in the Tub," the commercials, in the little more than two months they have been on the air, have stirred an impressive audience and sales response. They also have placed their star performer on the threshold of a new and exciting career.

Morris Levinson, president of 5-Day Labs, a division of Associated Products Inc. (the corporate firm that also makes Rival Dog Food), calls the commercials "memorable —especially for a deodorant." He claims that they have created "10 times as much reaction" among people in the drug trade, customers, and just plain tv viewers, as any commercial his firm has used in its 10 years in tv (network and spot).

Sales also have apparently been affected by the commercials. Mr. Levinson says that in May, 5-Day Labs did a special promotion, selling almost 40% of its year's business to the trade in order to supply stores with the product for the summer season. Because of this heavy promotion, Mr. Levinson explains, the company budget was expected to be 10% below normal during June and July, but thanks to a still unknown factor—most probably the DDB commercials—the budget is 10% above normal for the period.

"The Girl in the Towel" commercials, a 60-second announcement from which a 20-second spot also was cut, are being shown in some 60 markets across the country, while "The Girl in the Tub" commercials, also a 60 and a 20, are being shown exclusively in Los Angeles; Washington, D. C.; Seattle, Wash., and Indianapolis where 5-Day is testing. All of the spots were first put on tv June 19 and will continue at least until October. Chances are, partially because of its overwhelming reception, the "towel" spots will be renewed in most markets and shown in new markets for an additional 13 weeks. The "tub" commercials

likely will be shown regularly in markets across the country by early next year.

Chief factor in the success of the spots is the work of a virtually unknown model-actress named Barbara Feldon, never before in a tv commercial. As the girl in the towel and the tub, Miss Feldon, whose main claim to fame in the past was desultory work in some 40 summer stock theatrical shows, and a "crawl-on" part in a short-lived Broadway production of "Caligula," combined the sweet-girl sexy allure of a Brigitte Bardot with the sophisticated, come-hither promise of a Lili Palmer.

Since the spots' debut, New York advertising and drug trade circles, at least, have reverberated with the unanswered question of "who is the girl in the 5-Day commercial?" To satisfy the curious, 5-Day Labs sent out more than 3,000 illustrated reprints of the commercial story board.

Charles Rollins, account executive for the 5-Day product at DDB, says the agency was looking for "warmth, good taste, and memorability" when it made the spots and that Miss Feldon conveyed these qualities "remarkably well." People, he says, remember the girl and remember her message (which is directly opposed to the hard-sell philosophy which says a sexy girl sells nothing but herself), "thanks to her exquisite delivery."

The "towel" commercial has Miss Feldon wiping her apparently nude body (she wore a skin-tight, flesh-colored bathing suit) after a shower and talking about and demonstrating the deodorant product in a simple, direct, innocent manner while batting her enormous false eyelashes and pouting her lips in the best bedroom fashion. The theme is an appeal to fastidiousness—the same theme which, when used with inanimate objects last year, won a 1961 American Tv Commercial Festival award.

The 5-Day spots were filmed by Elliot, Unger & Elliot in April, with Mike Elliot producing. Bruce McGuineas was the producer for DDB, Lillian Bassman was responsible for the agile camera work, and Rita Selden wrote the copy. The two commercials were filmed in three days, with one day out for rehearsals. Each commercial was shot in one take.

vision campaign that will start in the fall. The advertiser expects to enter between 40 and 50 major markets in the U. S. North Adv., N. Y., is handling the buying.

Rep appointments...

- CKEY Toronto: WEED & Co., N. Y., as U. S. representative.
- KSLY San Luis Obispo, Calif.: Sandeberg/Gates & Co., San Francisco.
- KIRL Wichita, Kan.: Edward Petry & Co., N. Y., as national representative.
- WAGE Springfield, Mass., and WKST New Castle, Pa.: Spot Time Sales Inc., N. Y., as national representative.
- WAKE Atlanta, Ga., and WYDE Birmingham, Ala.: Robert E. Eastman & Co., N. Y., as national representative.
- WANN Annapolis, Md.: Continental Broadcasting, Wilmington, Del.
- WMMS Bath, Me.: Breen & Ward as New York representative.
- KIRL Wichita, Kan.: Edward Petry & Co., N. Y.

Agency appointments...

- Paleo Products, Beverly Hills, Calif., (toy manufacturer) appoints Advertising Agencies Inc., Studio City, Calif., as agency for its new Skip-O-Hoop health toy. Television will claim most of the $475,000 budget with a spot campaign on children's shows beginning today (Monday) in the Southern California market.
- Peachtree Doors Inc. and Tasty Juices Inc., both Atlanta, appoint Harvey-Massengale Co., that city. H-M is a recently acquired division of Street & Finney Inc., N. Y.
- Ideal Toy Corp., N. Y., appoints Danziger-Wallach Adv., that city, to handle trade advertising and sales promotion for the ITC Model Craft division. Consumer advertising for Ideal is placed through Grey Adv., N. Y.
- Pepsi-Cola Bottling Co., Los Angeles, appoints BBDO, that city, as its agency.

AS JACKSONVILLE GROWS, SO GROWS THIS STATION!

WFGA-TV Captures the "New" Jacksonville With a 50% Share-of-Audience.

Great changes have taken place in Jacksonville. New, multi-story buildings tower along the river front. Broad expressways now link the expanding suburbs with the revitalized downtown area. WFGA-TV is proud to be the choice of this dynamic "new" metropolitan Jacksonville, with a major share-of-audience from 9 a.m. to Midnight*. Your PGW Colonel will be glad to describe the growing dominance of WFGA-TV in the progressive North Florida-South Georgia-Jacksonville market.

**March ARB*

abc **WFGA-TV** NBC

JACKSONVILLE

WOMETCO ENTERPRISES INC.

REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

Fine Arts Productions Inc., 7779 Sunset Blvd., Hollywood 46, Calif.

NBC (Film titles), one 30, animation, film. John D. Wilson prod. mgr. Agency: NBC; Felix Jackson prod. mgr. Approx. cost $5,500.

Keitz & Herndon Inc., 3601 Oak Grove, Dallas 4, Tex.

Commerce Trust Co. (Banking Services), six 20s, live, film. Marty Young prod. mgr. Agency: Valentine-Radford; Bill Alexander a.e. Approx. cost $7,000.

Humble Oil & Refining Co. (Gas and Oil), seven 60s, live, film. Larry Herndon prod. mgr. Agency: McCann-Erickson Inc.; John Wallace a.e. Approx. cost $34,000.

Nichols Toys (Toys), three 60s, animation, film. Tom Young prod. mgr. Agency: Aubrey Williams Inc.; Aubrey Williams a.e. Approx. cost $5,000.

Tonka Toy Corp. (Toys), one 60, live, film. Larry Herndon prod. mgr. Agency: Kerker Peterson Inc.; Paul LeMay a.e. Approx. cost $3,000.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 46, Calif.

American Crystal Sugar (Sugar, ten 20s, live-animation, film. John Marshall prod. mgr. Agency: W. A. Krause Inc.; W. A. Krause a.e. and prod. mgr.

Mars Inc. (Milky Way), one 60, live-animation, film. John Marshall prod. mgr. Agency: Needham, Louis & Brorby Inc.; Chris Ford and Joe Creaturo prod. mgrs.

Bolling takes a look at buying patterns

The Bolling Co., in an effort to brief its stations on next season's new business, has released a comprehensive 40-page forecast of spot tv and radio buying patterns. The report, which covers 14 major domestic markets, notes broadcast advertising plans of 225 national and regional companies which are expected to be most active during the fall and winter of this year and the early part of 1962.

Included in the report are starting and terminating dates of campaigns, number of markets, type of spots, dollar expenditure and new products.

Among the highlights:

- Of all accounts reporting, 108 plan to increase their advertising budgets over 1960, while only 17 expect to decrease.
- Of 202 accounts committed at this time, 102 plan to continue advertising in the same number of markets, with 93 increasing their number of markets and 17 accounts employing less markets.
- There will be 26 more tv-only accounts—104 in all—as compared to 78 accounts that will use radio exclusively with 46 advertisers using both mediums.
- Emphasis is being placed on minutes and 20-second spots for tv, and heaviest motor travel periods for radio. Programs of 5- and 10-minute lengths, especially news, weather and sports, are gaining in popularity.
- The extended station break time in the fall has only a minor place in account strategy at this time, with 140 of the tv and radio-tv accounts reporting no definite plans to take advantage of the increased time, and only 10 indicating they will use it.
- An evident trend is developing outside of New York and especially in the area of Atlanta, Ga., to advertiser reliance on tv-only in major markets with a heavier emphasis on radio in medium to smaller markets.

4A's attitudes study nears completion

Field work on the American Assn. of Advertising Agencies' depth study of opinion leaders' attitudes toward advertising has been completed and analysis of it will be finished next month, AAAA announced last week.

A pilot study over a four-month period prior to the start of this survey showed that "television advertising and to a lesser extent radio advertising bore the brunt" of criticism (BROADCASTING, April 24). Officials said that pending analysis of the current findings they could not tell whether this is equally true in the new study.

The field work consisted of depth interviews with 175 so-called opinion leaders—educators, public officials, editors, religious and social affairs leaders, economists, businessmen and the like—in 16 cities.

This study is the cornerstone of a broad program to be conducted by AAAA in an effort to improve opinion-leaders' feelings about advertising. The program is to be directed at opinion leaders on the theory that the chief criticisms of advertising come from them rather than from the general public.

Another scheduled feature of the program is a new AAAA monthly publication, *Advertising Today*.

B&W lines up tv broadside

Brown & Williamson Tobacco Corp. reported itself set last week for the 1961-62 tv season with sponsorship in a prime-time show for each night of the week and with exposure on each of the networks. B&W said the new season marks the advertiser's most extensive and complete nighttime coverage in behalf of its Viceroy, Kool, Raleigh and Belair cigarette brands and its Sir Walter Raleigh pipe tobacco.

John W. Burgard, B&W's vice president and advertising director, said the firm's budget for participation in six one-hour shows and one half-hour show will be "somewhat in excess" of its expenditures in the 1960-61 season. Tv represents the largest proportion of B&W's over-all ad budget, estimated in the past season at more than $30 million.

B&W's fall schedule includes participation in two of its current programs on ABC-TV—*Surfside Six* and *Naked City*. New additions on B&W's program list are: *Bob Cummings Show* and *The Defenders*, both CBS-TV; *Bus Stop* and *New Breed*, both ABC-TV and *Captain of Detectives*, NBC-TV. B&W also will continue sponsorship of the post-Saturday night fights feature, *Make That Spare*, on ABC-TV.

Ted Bates & Co. is the agency for Viceroy, Kool and Belair brands, while Keyes, Madden & Jones, Chicago, handles Raleigh cigarettes and Sir Walter Raleigh tobacco.

Rinso brands back to JWT

After one year at Sullivan, Stauffer, Colwell & Bayles, Lever Bros.' Rinso and Rinso Blue detergent brands were returned last week to J. Walter Thompson Co., New York. Rinso brands' agency switch a year ago was the first in a series of product reassignments by Lever.

The total ad budget for Rinso is currently estimated at $1 million, with the major share going to tv spot. Television Bureau of Advertising's estimated tv spot expenditures for Rinso in 1960 were $843,880.

DDB adds $1 million from CZ

Doyle Dane Bernbach will handle consumer products division account of Crown Zellerbach Corp., San Francisco, effective Jan. 1, 1962. The account, which bills more than $1 million, left the San Francisco branch of Cunningham & Walsh earlier this year. Crown Zellerbach uses spot tv for its "Zee" and "Chiffon" household tissues, towels and napkin products and billed $1,067,200 gross in spot tv in 1960.

BELL-RINGER The *bell* in this case is the famed Gold Bell Award of the Catholic Broadcaster's Association. It's awarded every year to one radio station and one television station for exceptional service to its community in quantity and quality of Catholic programs. This year, the bell-ringer *in* radio is WFMJ—Youngstown, honored for the second time by the CBA. WFMJ programming for other denominations is equally impressive. Bell-ringer and bell-wether in Youngstown, WFMJ is proud of this recognition . . . proud, too, of the leadership it holds in other areas of broadcasting and advertising importance—in news and public service, in circulation and efficency, in Pulse audience and in the wide variety of information, service and entertainment it provides for the more-than-a million people in the Youngstown area.

WFMJ-YOUNGSTOWN

Represented nationally by The Bolling Company.

Radio and Television Division
of the Youngstown Vindicator

Pastore wants FCC reins on networks

NEW BILL WOULD ALSO PLACE CONTROLS ON REGIONAL HOOKUPS

Sen. John O. Pastore (D- R. I.) last week began setting the stage for a new effort to grant the FCC authority to regulate the radio and television networks. The chairman of the Senate Communications Subcommittee did it by introducing a bill giving the commission this authority and promising to hold hearings on the measure "soon." Network licensing is not involved.

The bill was drafted by the FCC and reached Sen. Pastore less than a week after the commission, in a progress report on the status of its continuing study of network practices, renewed its request for the regulatory authority (AT DEADLINE, Aug. 7).

Measure (S 2400) is comprehensive, going to the heart of network practices, and broadly drawn, reportedly to give the commission the "flexibility" it feels it would need in regulating the networks.

The term "network" itself is so defined as to go far beyond the four national chains. It would include any organization that feeds two or more affiliated stations coordinated programming.

Sen. Pastore's subcommittee has held hearings on network regulation twice in the last five years, but never sent a bill to the floor. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, introduced a network regulation bill (HR 1164) on the House side last January, but has yet to schedule hearings on it.

Bill's Provisions ▪ The Pastore bill would require networks to provide the FCC with data on their ownership and operational policies, practices and activities.

And it would empower the commission to adopt rules and regulations "to insure" that the networks do not "adversely affect" the ability of the local stations to operate in the public interest.

Under the bill, the FCC could:

- Require a network to exercise control over the material it supplies to its stations, and prohibit discriminatory practices in the selection of that material.
- Prohibit a network from giving unfair advantage to anyone connected with it by promoting the sale or distribution of his products or services.
- Prohibit networks from imposing terms on licensees that limit their ability to operate their stations. These terms could include exclusive affiliation agreements, option time, acceptance or rejection of network programs, or the influencing of non-network rates.
- Limit the ownership of stations by networks. (No limit is specified.)
- Restrict the number of networks that an individual or corporation may own or operate.
- Require networks to distribute their programs on a "reasonable" basis.
- Prohibit networks from discriminating in the selection of their affiliates.
- Prohibit or limit network practices in representing stations in the sale of non-network time.
- Require the networks to identify the sponsor of any material submitted for broadcast.

Equal-Time Requirements ▪ Other provisions make the political equal-time features of the Communications Act applicable to the networks as well as the individual licensee.

Under the bill, the commission could compel compliance with its rules through cease and desist orders. In addition, the penal provisions of the Communications Act, which include fines, could be brought to bear on alleged violators.

In requesting the legislation, FCC Chairman Newton N. Minow said that the commission's present authority—over the individual licensee—is no longer sufficient "to provide reasonable assurance that the airwaves will be used in the public interest."

He said "the realities of network broadcasting" make it essential that the FCC be empowered "to apply corrective rules directly to networks."

House okays revising conflict-of-interest law

The House last week shouted its approval of a bill (HR 8140), revising and recodifying a host of existing conflict-of-interest and anti-bribery laws.

Designed to guard against improper activities by government employes, the bill would, among other things, ban government employes from helping private parties get broadcast licenses or other awards from federal agencies.

The bill would also impose a lifetime bar on former government officials participating in a case before the government with which he was "substantially" involved while on the federal payroll.

The legislation is based on identical bills introduced by Reps. Emanuel Celler (D-N. Y.) and William M. McCulloch (R-Ohio), chairman and ranking minority member, respectively, of the House Judiciary Committee. Contributing to the bill's final form also were the New York City Bar Assn. and the administration.

Full FCC budget approved

Congress last week completed action on a compromise $8.9 billion Independent Offices bill that contains $12,525,000 for the FCC, the total amount requested by the agency. The House had trimmed $125,000 from the FCC budget, but agreed to the Senate's action in restoring the cut. (AT DEADLINE, Aug. 7). The bill also gives the commission another six months to use the special $2 million appropriation for a uhf study (see story page 52). The present deadline is June 30, 1962. The bill carries $10,345,000 for the Federal Trade Commission. This is $345,000 more than the House had originally approved.

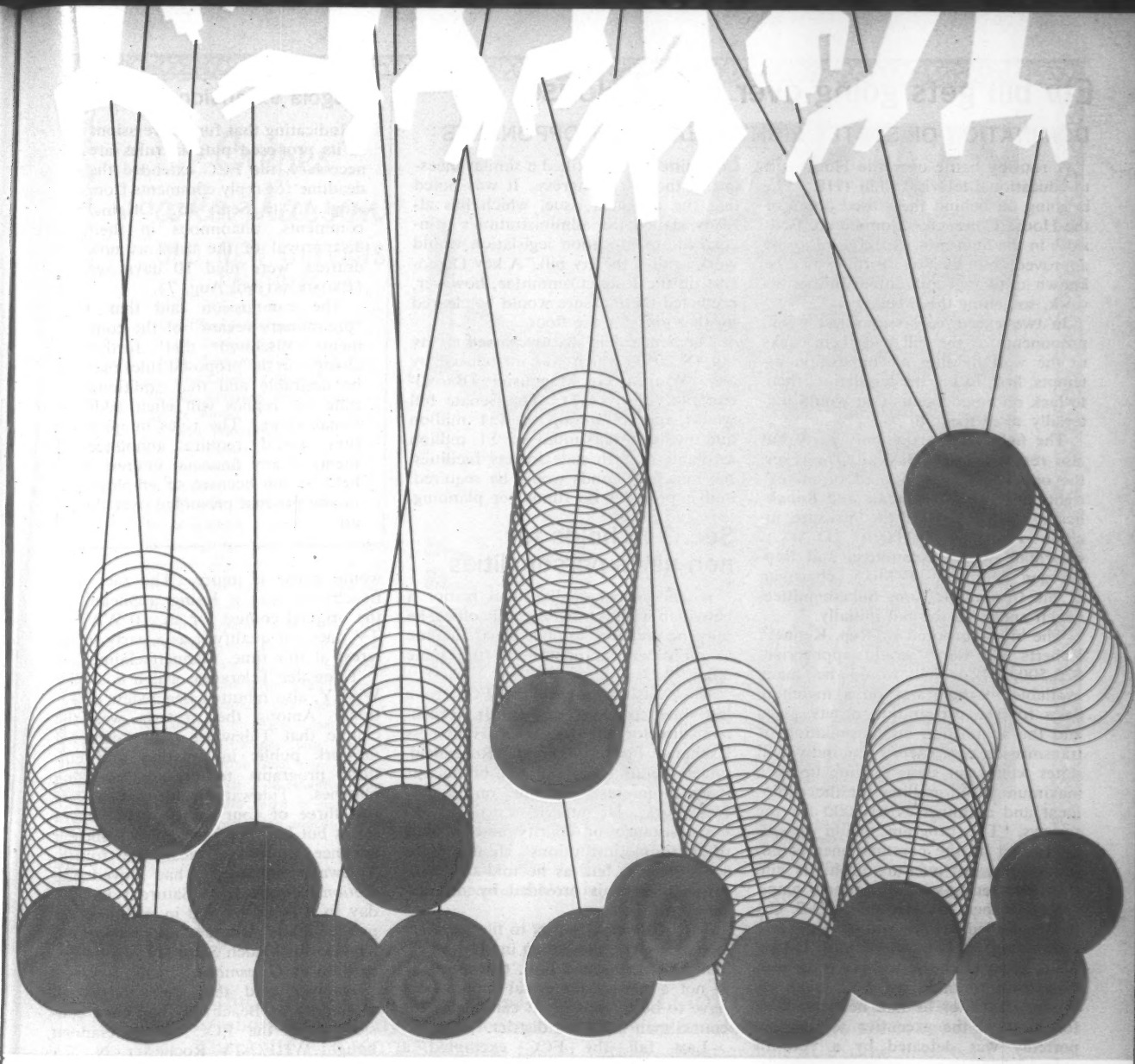
State Dept. schedules another briefing

The State Dept., which has won plaudits for the foreign-policy briefings it has held for radio-tv and print-media newsmen is holding another one, in Washington beginning today (Aug. 14). President Kennedy, Secretary of State Dean Rusk, Undersecretary Chester Bowles and other senior government officials are scheduled to participate.

The conference is the fifth held by the department in an effort to provide newsmen with background information on U.S. foreign policy. The first was held in Washington in April (BROADCASTING, April 10) for radio-tv representatives. Three weeks later, a repeat was staged for the print media.

Since then, the State Dept. has put the show on the road. In June, it held regional briefings in San Francisco and Denver for small-station newsmen and editors of small dailies and weeklies. The regional meetings will continue until the entire country has been covered.

As in the previous briefings, the Aug. 14-15 conference will be for background only—the information obtained may be used but not attributed.



Got the world on a string . . . Theme for Duncan Yo-Yo? No, but it could be. *Duncan recently sold more Yo-Yo's in Nashville than there are people!* The entire promotion consisted of TV spots next to such children's shows as POPEYE, HUCKLEBERRY HOUND, YOGI BEAR, CAPTAIN KANGAROO. Another prime example of WLAC-TV's way to sales success in the Central South. of course.

WLAC-TV nashville

the "way" station *to the central south*

THE KATZ AGENCY, INC.
National Representatives

Etv bill gets going over in the House

DOMINATION OF STATES RIGHTS FEARED BY OPPONENTS

A rousing battle over the House aid to educational television bill (HR 132) is going on behind the closed doors of the House Commerce Committee. Both sides in the fight now expect a bill to be approved, but its final form won't be known until the committee finishes its work, sometime this week.

In two executive sessions last week, proponents of the bill had their backs to the wall fighting off opposition attempts, first, to kill the legislation, then, to tack on amendments that would materially alter the bill.

The fight crosses not only party but also regional lines. Basically, however, the opposition is composed of States'-rights Southern Democrats and Republicans. Supporters of the measure include Rep. Oren Harris (D-Ark.), chairman of the committee, and Rep. Morgan Moulder (D-Mo.), chairman of the Communications Subcommittee, which approved the bill initially.

The bill, sponsored by Rep. Kenneth Roberts (D-Ala.), would appropriate $25,500,000, which would be made available to the states on a matching basis for the preparation of etv plans and the acquisition and installation of transmission equipment. The individual states would get sums ranging up to a maximum of $1 million for the equipment and as much as $10,000 for the surveys. The program would be administered by the commissioner of education but the measure prohibits him from interfering with educational plans.

Rep. Robert W. Hemphill (D-S. C.) reportedly led the opposition to the bill, contending it would permit federal domination of the states' etv programs. A motion to table the bill, taken on Wednesday after he had held the floor for most of the executive session, reportedly was defeated by a vote of only 12 to 9.

Williams' Amendments ▪ On Thursday, Rep. John Bell Williams (D-Miss.) offered amendments that would entitle states to the federal aid simply on the certification by their governors that matching funds were available and that the federal money would be used for etv. As written, the bill spells out a number of requirements that must be met before the aid would be granted.

The first of Rep. Williams' amendments, which dealt with survey funds, was approved by a vote of 13-12, while a backer of the original measure was out of the room. But the second, dealing with the acquisition of equipment, was defeated on a 13-13 tie, when the absent member returned.

Observers noted that even if the bill is reported out of the Commerce Committee, it may be shelved in the Rules Committee, which killed a similar measure in the last Congress. It was noted that the religious issue, which has already stalled the administration's principal aid-to-education legislation would work against the etv bill. A key Democrat on the Rules Committee, however, predicted the measure would be cleared by that unit for the floor.

The Senate has already passed an etv bill (S 205), which was introduced by Sen. Warren G. Magnuson (BROADCASTING, March 27). The Senate bill would appropriate up to $51 million and make a maximum of $1 million available to each state for etv facilities. No matching funds would be required, and it provides no funds for planning.

Sec. 315 holds for non-news personalities

If an air personality who is not a newsman wishes to seek public office, he must be prepared to offer equal air time to all other candidates for the same office.

This was the advice the FCC gave last week to Joe Rosenfield Jr., executive director of Big Joe's Happiness Exchange Foundation. Mr. Rosenfield, under the air name Big Joe, broadcasts from midnight to 4 a.m. on WABC New York. He interviews people seeking assistance or charity and officials of charitable institutions. He also spins some records but, as he told the commission, news is provided by the station.

Mr. Rosenfield wants to file for election as a city councilman in New York. The FCC cautioned him, that since he is not a newscaster equal time would have to be offered to all candidates for councilman from his district.

Last fall the FCC exempted a weatherman on a Waco, Tex., tv station from the equal-time requirements when he ran for sheriff because his air duties were connected with a news program. Congress waived Sec. 315 provisions for news and interview programs.

Gannett Co. tells FCC to ignore sale protest

Gannett Co., owner of four radio and two tv stations, has asked the FCC to ignore a protest to its purchase of WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va. (AT DEADLINE, July 24).

Gannett said the objector, Beachview Broadcasting Corp., had no standing to protest to the commission. Gannett said that to be a party in interest, a petitioner must show how the sale would cause it injury. The fact that Beachview was a losing applicant in the original contest for ch. 10 WAVY-TV does not qualify it as a party in interest at this time, Gannett claimed.

Tidewater Teleradio, which is selling WAVY, also rebutted Beachview objections. Among the protests was the charge that Tidewater had preempted network public information and cultural programs to present wrestling matches. Tidewater said that it had run three of four in the NBC opera series but had not been given sufficient advance notice to clear the fourth. Tidewater explained it had moved *The Nation's Future* from Saturday to Sunday so it could be tied in with another public affairs program and would not have to buck such Saturday night competition as *Gunsmoke*.

Gannett said that the charges of monopoly by Beachview had been considered by the FCC (when Gannett bought WHEC-TV Rochester, N. Y.) and had been dismissed. It further maintained that the company's lack of local ownership and management of newspapers were not disqualifying factors.

Plugola extension

Indicating that further revisions in its proposed plugola rules are necessary, the FCC extended the deadline for reply comments from Aug. 15 to Sept. 15. Original comments, unanimous in their disapproval of the rules as now drafted, were filed 10 days ago (BROADCASTING, Aug. 7).

The commission said that a "preliminary review" of the comments disclosed that further changes in the proposed rules may be desirable and that additional time for replies will elicit additional views. The rules in question would require announcements if any financial interest is held by the licensee or employes in any product promoted over the air.

House conferees named

Members of the House of Representatives committee who will confer with the Senate committee (AT DEADLINE, Aug. 7) on the two bodies' FCC reorganization bills were selected last week.

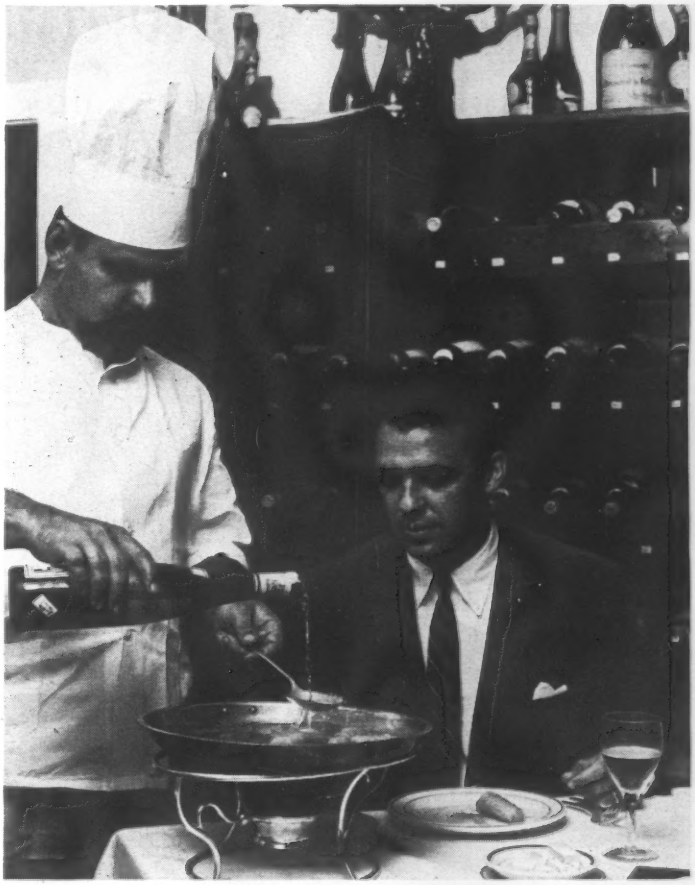
The conferees are all members of the House Commerce Committee: Chairman Oren Harris (D-Ark.); Reps. Walter Rogers (D-Tex.); John Flynt (D-Ga.); Paul Rogers (D-Fla.); John Bennett (R-Mich.); William Springer (R-Ill.); J. Arthur Younger (R-Calif.), and Vernon Thomson (R-Wis.).

Crêpes a la Masson

OLD NEW ORLEANS FAVORITE

1 lb. Lump Crabmeat
1 lb. Cooked Shrimp
1 lb. Cooked Lobster Meat
½ cup Chopped Shallots
½ cup Chopped Mushrooms
½ lb. Butter
2 cups White Wine
1 cup Cream
4 Egg Yolks
Cognac
Favorite Pancake Recipe

Sauté shellfish ingredients with ¼ lb. butter for five minutes. Sauté shallots and mushrooms with ¼ lb. of butter until shallots are soft, then add white wine and cook for five minutes. Add to this mixture cream and cook until simmer. Remove from fire and add egg yolks. Flambé-baste shellfish mixture with cognac and combine ½ of shallots and mushroom sauce. Prepare 12 crepes (use favorite pancake recipe and thin slightly) and fill each with shellfish mixture, roll, and serve at once covered with remaining sauce. Superb serving for six.



Prepared at Masson's Beach House by Chef de Cuisine Ernest Masson

WWL-TV... new New Orleans Favorite

A delightful new favorite in New Orleans is the ANN ELLIOTT SHOW. Ann is a woman's woman, who knows exactly what the important buying female segment wants to see and hear. The ANN ELLIOTT SHOW is full of variety, programmed at a time *most* convenient for the *greatest* number of New Orleans homemakers. Weekday mornings at 9:30 almost every housewife is enjoying the sparkling package of entertainment presented by the ANN ELLIOTT SHOW.

Ann showcases the latest in styles, make-up ideas, chic coiffeur. The tastiest recipes are prepared. Shortcuts to easier housekeeping are discussed. Interviews with visiting personalities are part of this New Orleans Favorite.

Giving Ann a helping hand is New Orleans' popular man-about-town HENRY DUPRE.

Be sure to zero in your sales message on the purse strings of New Orleans: those ever-lovin' homemakers and housewives.

P.S. Ann Elliott returns each evening, by popular demand, to present the most complete weathercast in New Orleans.

CBS **WWL-TV**
NEW ORLEANS

Represented Nationally by Katz

New and Available

THE PAT BOONE SHOW

In keeping with our concept of providing fresh, high quality syndicated programming, we proudly announce the September 1st availability of THE PAT BOONE SHOW . . . Pat's appeal encompasses young and old alike. Featuring a wide range of artists, his music and comments will be a valuable addition to your schedule . . . THE PAT BOONE SHOW combines the elements of wholesomeness and saleability in a format seldom attained. Five hours a week are available for your fall sales.

Soon in production . . . THE JANE MORGAN SHOW . . . THE HANK THOMPSON SHOW . . . and a selection of direct sales aids.

First in RADIO syndication . . . quality . . . service . . . economy

Jim Ameche Productions, Inc.

GENERAL OFFICES AND STUDIOS, BOX 2424, SEPULVEDA, CALIFORNIA, EMPIRE 2-2464

for Fall Radio Programming

Produced to bring you revenue and ratings
QUALITY AT REALISTIC PRICES

THE JIM AMECHE SHOW . . . 10 hours per week featuring new releases and singles.

POPS CONCERT . . . 10 hours per week featuring lush instrumentals and chorales.

CLASSICS IN HI-FI . . . 10 hours per week. Familiar and beautiful classics everyone recognizes.

THE PAMELA MASON SHOW

Five 5 minute shows weekly.

Humor, satire, controversy is the forte of this delightful internationally recognized personality.

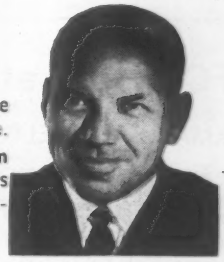
MALE VS FEMALE

Five 5 minute shows weekly. Marilyn Hare and Gene Baker, long familiar to listeners and viewers in lively and provocative discussions.

MOSAICS WITH PAUL BELL

Five hours per week.

A music spectacular, unique in its concept and brilliance. Dedicated to the proposition that any one song wears dozens of fascinating disguises.



THE JOHNNY BOND SHOW

10 Hours per week.

One of the nations best known and best loved country artists reaps a harvest of satisfied sponsors.

MEDICAL HORIZONS WITH DOCTOR FLETCHER

Five 5 minute shows weekly.

American Medical Association endorsed and in layman's language . . . vital to your listeners and their families.

RELIGIOUS SHOWS

Inspirational music and philosophy. Non-denominational in hour, half hour and 15 minute presentations.

JAY JASIN

JASIN STREET 5 hours weekly. A selling pro sells the standards.

JAZZ BEAT 5 hours weekly. Dixie to modern, but not way out.

Phone . . . wire or write for prices and availabilities

Resono, Inc. Sole Sales Representatives

ROBERT JOHNSON, PRESIDENT, BOX 664, WICHITA, KANSAS, FOREST 3-2654

Where the money is going in uhf experiment

The cost picture is shaping up for the FCC's $2 million uhf project in New York City (BROADCASTING, July 31). Congress authorized the money to be spent during fiscal 1961 and 1962. The study, spearheaded by Commissioner Robert E. Lee with Arnold Shrivseth engineer in charge, is designed to determine reception conditions in the "canyons" of New York.

Programs will be telecast over ch. 31 (WUHF-TV), picking up material from the seven New York stations with some programming supplied by the City of New York, under FCC supervision.

The following contracts are those that have been awarded: (on an annual basis):

RCA, $377,584, for lease of a transmitter and transmission line. Final testing is scheduled to be completed prior to Oct. 1, with part time availability to the FCC during the period of Sept. 1 to Oct. 1.

Melpar Inc., $248,000, for the Empire State Bldg. tower antenna, slated for installation by Nov. 10, target date for program transmission, and $9,897 for a temporary directional antenna for window mount on the 80th floor of the Empire State Bldg. for making comparative tests of circular and horizontal polarization by Sept. 1.

Jerrold Electronics Corp., $213,895, for installation of receivers and making observations and measurements, tentatively to commence Sept. 15.

City of New York, on a cost basis estimated at $100,000 annually, for operation of the Empire State transmitter. This includes providing and supervising operators as well as a portion of the programming.

Empire State Bldg. Corp., $93,600 for lease of transmitter space in that building.

Smith Electronics Inc., approximately $57,500 for 12 light-weight field strength meters to measure both uhf and vhf.

RCA Sales Corp., $22,922 for tv receivers to be used in the test. There will be 100 black-and-white, 15 portable and 10 color sets.

U. S. Census Bureau will determine locations where measurements and observations are to be made "on a statistically sound basis." The bureau will also probably do data analyzing. This will be on a cost basis.

Progress is reported by the FCC in arranging for rights with news wire services, program sources, music licensing organizations and unions and guilds.

FCC looks at trafficking, program copying

KMAK SALE HELD UP; SECOND INQUIRY REQUESTED

Carbon-copy programming proposals and short-term buying and selling of broadcast properties are being carefully looked at by the FCC. Aug. 1 the commission held up the sale of KMAK Fresno, Calif., to explore these issues and the Broadcast Bureau recommended a similar investigation into transactions by Petty Durwood Johnson, applicant for an am station in Niles, Ohio.

The FCC gave Radio One Inc., prospective buyer of KMAK, 30 days to explain what steps it has taken to determine Fresno's programming needs in light of the similarity of its proposals for KMAK to those of its other two stations, KLIV San Jose and KXOA Sacramento, both California.

The commission also questioned statements by Riley R. Gibson, Radio One's president, in response to an FCC letter "raising the question of 'trafficking,'" in which he said his health had been impaired by his duties as owner-manager of KAGO Klamath Falls, Ore., leading him to sell the station. In applying to buy KMAK, however, Mr. Gibson stated only that he had been president and majority stockholder of KAGO and listed Robert Bartlett as manager, the FCC said. The FCC also mentioned that complaints had been received prior to 1957 that Mr. Gibson, as manager of several California stations, had falsely advertised surveys which showed his stations to be "number one" in their communities.

Similar charges against Petty Durwood Johnson were brought to the FCC's attention several weeks ago when Carnegie Broadcasting Co., which holds a construction permit for an am station in Pittsburgh, questioned the character qualifications of Mr. Johnson to operate a proposed station in Niles, Ohio (just across the Pennsylvania-Ohio border).

Not in Time ▪ Mr. Johnson replied that the Carnegie protest should not be considered because it had not been filed within the time limit set by commission rules. He also termed the opposition "vague and insubstantial."

The Broadcast Bureau agreed that the charges had not been filed in time but suggested the commission enlarge the issues on its own motion and include the Carnegie charges which the Bureau said it has substantiated by its own investigation.

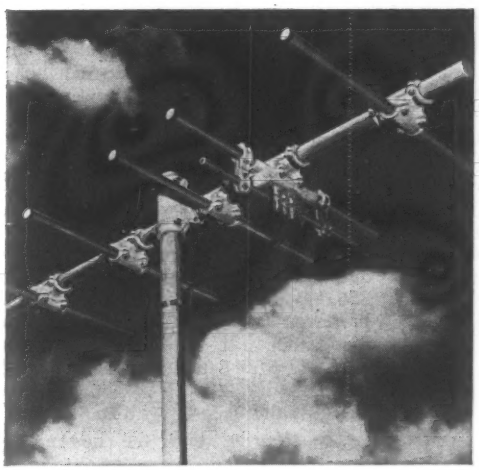
Mr. Johnson had filed identical programming proposals for his stations in Spring Valley, N. Y., and Orange, Tex., and the Niles format was extremely similar, the bureau said. He had failed to fully disclose his financial situation, the bureau added, and said that he may have been trying to deceive the FCC as to his financial qualifications.

The bureau also charged Mr. Johnson with trafficking in licenses, an accusation Carnegie had not made. It said that in June 1958 the FCC had approved Mr. Johnson's purchase of KWEL Midland, Tex., which he said he was buying to operate a station to serve the Midland community. The purchase price was $60,000. In July 1959 Mr. Johnson applied to sell KWEL for $126,000. He said then that although the station was making money, his other financial interests required him to take too much money from the station. Shortly after the FCC approved his sale of KWEL, Mr. Johnson applied for am stations in Spring Valley, Orange and Niles.

Update Canadian fm table to care for U.S. grants

The Canadian table of allocations for fm channels has been amended to accommodate case-by-case fm grants made by the FCC since 1958, it was announced last week. The Canadian Dept. of Transport said that revisions were necessary to relieve "critical shortages" which developed in certain areas and to insure further fm channel availability in Canada.

An Oct. 15, 1947, agreement presently governs fm assignments within 250 miles of the two countries' common border. In a letter to the Canadian department, the FCC said that the revised table is compatible with existing U. S. assignments. The commission pointed out that it is now engaged in an extensive review of fm assignments and will, within nine months, enter into further discussions with Canada looking toward a more definitive agreement.



Cover the Hard-to-Get Spots with the **RCA VHF Translator System (TRV-1A)**

- Operates unattended
- One-watt output on all VHF channels
- Low intermodulation distortion
- Improves coverage of TV signals
- Handles both monochrome and color signals
- Equipment is self-contained, including power supply
- Mounts in standard 19″ rack

RCA®

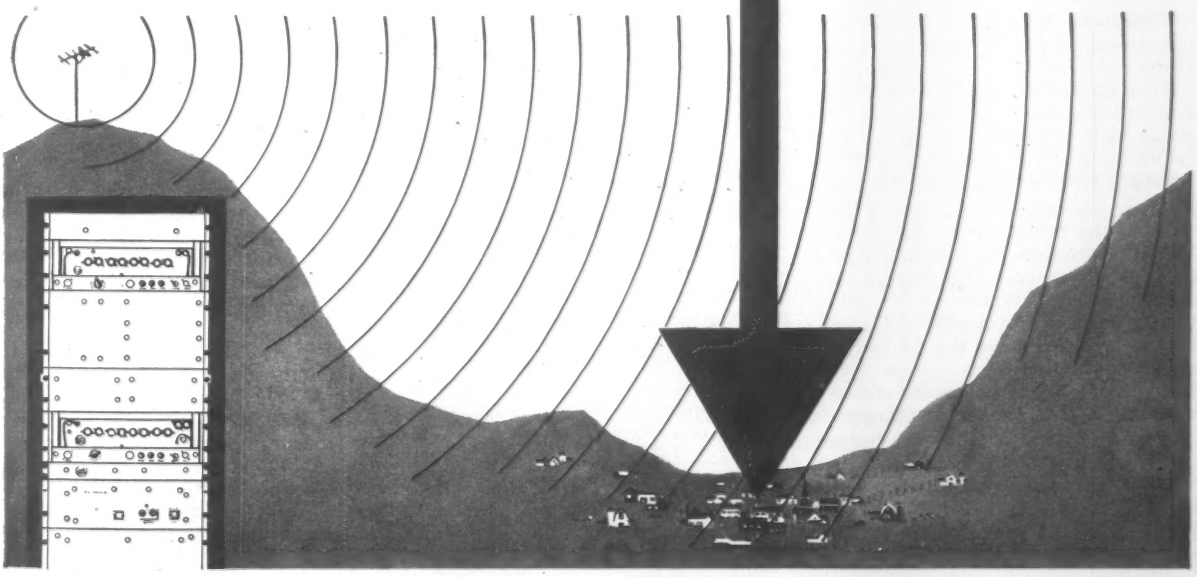
The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

A dependable method for improving coverage in certain areas. Translates signals from one VHF channel to another. Consists of individual channel amplifiers, converters and filters necessary for complete system. Designed for unattended operation. Single- and double-conversion units are available. Special identification keyer is available to transmit call letters every half hour.

Wide-spaced Yagi antennas are used for both receiving and transmitting. Developed to provide high gain, maximum co-channel rejection. Offers exceptional mechanical strength. For additional gain, antenna may be stacked with custom phasing of the harness to provide increased co-channel interference rejection. Ideal for high tower and mountain top installations where wind velocities may exceed 100 mph.

Write for details. RCA Broadcast and Television Equipment, Dept. YB-22, Bldg. 15-5, Camden, N.J.



WDKD says FCC no judge of obscenity

BROADCAST BUREAU SAYS LICENSEE LIED IN HEARING

WDKD Kingstree, S.C., has been on probation since the FCC set its license renewal for hearing on charges of lack of licensee control over alleged off-color broadcasts, misrepresentation by the licensee and for not serving community needs. It has proved it will perform creditably in the future and should be granted renewal. This recommendation has been forwarded to the FCC in findings by WDKD counsel in connection with the June hearings (BROADCASTING, June 5, 12).

WDKD's licensee, E. G. Robinson Jr., has lied to the commission prior to and during the hearings; his promises are not to be trusted and his license should not be renewed, the Broadcast Bureau urged.

Since disc jockey Charlie Walker, who had made the allegedly indecent remarks, was not found guilty of this offense under applicable criminal law, the FCC has no right to make a judgment of taste as to Mr. Walker's program content, WDKD held. Quoting the Supreme Court decision that the Postmaster General lacks the expertise to find *Lady Chatterly's Lover* obscene, WDKD held that terming the Walker broadcasts indecent was outside the commission's authority.

WDKD's public service activities and its importance to Kingstree outweigh its admitted overcommercialization and the remarks of Mr. Walker, the station claimed.

WDKD maintained that, as in the case of KORD Pasco, Wash., the FCC should give fair warning and a chance for the licensee to correct deficiencies before taking away his license.

Falsehoods Charged ▪ The bureau was unsparing of Mr. Robinson in its charges that he had lied on the stand and in statements to the commission. It also accused him of encouraging or giving tacit consent to efforts of two "close friends" to prevent two FCC witnesses from appearing at the hearing.

From the testimony of two former WDKD employees, the bureau adduced that Mr. Robinson had abdicated programming responsibility to his wife; that he had not held regular staff meetings as he claimed and that he had not cautioned his employes against using bad taste (by a station memorandum) until the FCC had made its charges.

Legal precedent cited by the bureau upon which the FCC could refuse WDKD license renewal were the cases of Dr. Brinkley (who advertised goat glands and spot prescriptions for unseen patients) and Rev. Schuler (who was anti-Catholic, anti-Semitic and blackmailed listeners).

The bureau argued that five other stations provide coverage to Kingstree, but WDKD counsel said that only WDKD covers the area adequate, with the best of the other stations covering but 63.4% and that area citizens had testified that WDKD's service was necessary.

Miami ch. 10 seeks Supreme Court writ

Another step along the judicial route was taken last week by National Airlines (WPST-TV Miami) in the long-contested battle for ch. 10 Miami. National asked the Supreme Court to review the decision of the U. S. Court of Appeals. That court decided the FCC was correct in awarding the channel to L. B. Wilson Inc. and ordering National to vacate ch. 10 on grounds National and North Dade Video were disqualified by their *ex parte* contacts.

In asking the writ of *certiorari*, National said the appeals court erred in finding that the FCC had the right to positively disqualify an applicant on *ex parte* grounds and in holding that there was no irregularity in attempts by Sen. George Smathers (D-Fla.) to aid L. B. Wilson.

L. B. Wilson, which hopes to operate ch. 10 as soon as WPST-TV is ordered to vacate the channel, responded last week to a National request that the appeals court stay the effectiveness of its decision until the Supreme Court acts on its request for consideration. Wilson said that unless the Court of Appeals acts promptly on National's request for stay, the effect of such delay will be to give that company extra time without making a legal determination of its right to a stay.

WWIZ sale deal illegal, says WEOL in petition

WEOL-AM-FM Elyria, Ohio, has charged unauthorized transfer of control and trafficking in licenses in a complaint against Sanford A. Schafitz, majority owner of WWIZ in nearby Lorain, Ohio. The complaint was made in a petition to the FCC asking denial of an application by Mr. Schafitz for transfer of control of WWIZ to WWIZ Inc.

The charges were denied by WWIZ and *The Lorain Journal*.

WEOL said the application for transfer is a move to legitimatize the control held for the past two years by *The Lorain Journal*. Two officers of the newspaper are on the three-man board of WWIZ and have the power to remove any officer or employe of the station by a majority vote, WEOL claimed. WEOL said Mr. Schafitz obtained his permit for WWIZ on false statements that he would be the sole stockholder. He has operated WWIZ less than three years, WEOL pointed out, and during that period has received $56,000 through sale of 200 shares of preferred stock and 90 shares of common stock. If the FCC grants the transfer, Mr. Schafitz will receive an additional $70,000, WEOL said in charging the licensee with trafficking.

The *Journal* told the commission that WEOL has attempted to harass the paper for years and should not be permitted to continue. The paper said that after a $948,000 antitrust suit against the *Journal* by WEOL, the judge found "No damage of any kind has been proved."

Mr. Schafitz owns 55% of WWIZ stock, the response said, and at no point has he held less than control of the station. An affidavit from an officer of the paper and the station stated that Mr. Schafitz has never surrendered control of WWIZ to *The Lorain Journal*.

Fm applicant argues basis of denial

An unsuccessful applicant for an fm station last week threw down the gauntlet, challenging the constitutional right of the FCC to consider programming in granting or denying applications. The U. S. Court of Appeals will be the referee.

Suburban Broadcasters, which was denied an fm station in Elizabeth, N. J., by the FCC on grounds the company had not indicated in its proposed programming what steps it had taken to determine the community's needs, made the appeal (BROADCASTING, July 3). Suburban told the court the FCC "has no statutory authority to inquire into the needs of the area to be served nor to pass judgment upon the adequacy of the applicant's proposed programming to meet those needs." The company further charged the commission with censorship and violation of the First Amendment's guarantees of freedom of speech and of the press.

Suburban also objected to the FCC decision as being "arbitrary and capricious" because the community's program needs were not included within the scope of the hearing issues. Furthermore, said Suburban, the FCC had not heretofore given notice that an investigation of the program needs of the community was required in order to obtain a grant.

INTERCONNECTING AND POOLING:

NEWS ON "POWER GRIDS" FROM THE PEOPLE WHO INVENTED THEM

Great electric "power grids" are much in the news today. The idea goes back more than 40 years to the first Interconnecting and Pooling of power by the investor-owned electric companies.

Thanks to such pioneering, the investor-owned companies today have thousands of miles of lines and billions of dollars worth of plants connected to bring America a new dimension in low-cost, dependable electric service.

These networks are in every section of the country and growing very fast. They benefit millions of homes and businesses by helping keep electric rates low, and making your electric service ever more dependable.

If an emergency shuts down one plant in such a power "pool," users may never even know it. Electricity is instantly brought in from other plants—across hundreds of miles, if necessary.

There is no need for the companies to build expensive duplicate facilities to make sure an ample reserve of electricity is on hand. A city, for example, may need most of its electric power in the wintertime. A lumbering area hundreds of miles away has its peak demand in summer. So the investor-owned companies exchange power as needed—keeping costs down, keeping electric rates low.

Interconnecting and Pooling helps individual communities... vast areas... whole states... the entire nation. It is a major reason why the investor-owned electric companies can supply all the additional electricity America will need.

Investor-Owned Electric Light and Power Companies | *Keep America Powerful*

Company names on request through this magazine

Committee publishes debate transcripts

Transcripts of the Kennedy-Nixon radio-tv debates, meetings which many observers regard as the decisive factor in last year's presidential election, have been published between the green covers of a Senate subcommittee report.

They were included in Part III of the exhaustive report the Senate Watchdog Subcommittee is preparing as source material in an examination of the objectivity of broadcasters in presenting former Sen. John F. Kennedy and former Vice President Richard Nixon.

The report also includes transcripts of all radio and tv programs on which both the presidential and vice presidential candidates were afforded free time to expound their views. All these were question and answer and news-in-depth shows.

This section takes up more than half of the 616-page Part III. The remainder concerns published answers to identical questions put to the presidential candidates during the campaign.

Parts I and II deal with the campaign speeches, press conferences and statements of Senator Kennedy and Vice President Nixon, respectively. Part IV, which is in preparation, will include all 15-minute radio and tv network news programs between Sept. 26 and Nov. 7.

FCC'S PROGRAM FORMS

Comments say they're too expensive, censorship

The Nebraska Broadcasters Assn. last week asked the FCC to withdraw the agency's rulemaking on proposed programming forms and logging requirements (BROADCASTING, July 10).

Through its president, Arden Swisher of KMTV (TV) Omaha, NBA said the forms would require "a great mass of information which would be irrelevant and immaterial unless the commission contemplates program control. . . . From the fact that the application form is designed to elicit such information, it would appear that the commission would be attempting under the new form to accomplish indirectly what it is forbidden by law . . . to do directly."

NBA said that the forms would impose an unreasonably expensive and burdensome routine on applicants. The proposed logging requirements would place upon technicians and announcers "a burden of clinical detail which they cannot carry without impairing their efficiency . . ." NBA stated.

"The proposed new logging procedures are so elaborate and expensive that some stations may be forced to offset the expense by curtailing hours of service," NBA continued.

Other state associations are preparing comments, presently due at the commission by Sept. 7. The Kansas Assn. of Radio Broadcasters, in a memo to its members, said that the new forms present a "burden of paperwork for broadcasters." A special committee, headed by Ed Mason of KXXX Colby, is preparing comments.

The Texas Assn. of Broadcasters noted that "some quarters say that it (proposed form) is as near to censorship as the FCC has ever been." The Kentucky Assn. of Broadcasting wired NAB President LeRoy Collins urging the national association to "use all persuasive powers" to urge the FCC to make certain changes. KAB said comparison vs. actual programming should be deleted "since it means program control. . . ."

In a comment submitted to the commission last week, KATL Miles City, Mont., asked that small stations be exempted from the proposed logging requirements. KATL pointed out that often only one man is on duty and he is too busy to keep detailed logs.

Bureau opposes request for program study issue

One can go too far in charging a rival station with failing to determine the programming needs of its community, the FCC Broadcast Bureau thinks.

The FCC was asked to adopt that issue in determining whether KHOT Madera, Calif., should be allowed to increase power from 500 w to 1 kw. The protest was submitted by Elbert H. Dean and B. L. Golden, applicants for an am station in nearby Lemoore, which assertedly would receive interference from the power boost. They held that low percentages of religious, educational and discussion programs on KHOT indicated it does not serve the needs of its present area and that its coverage should not be extended.

The bureau opposed the request, stating that it has been established that applicants for new facilities must investigate community needs, but that an already licensed station has presumably passed this test. Furthermore, the bureau said, the percentages cited are not proof that KHOT is not fulfilling its service obligations.

KHOT asked the FCC to enlarge the issues to include its programming plus the issue of whether the new station proposed by Messrs. Dean and Golden would bring any new and necessary service to Lemoore, since that community is already served by KLAN Lemoore and KGNS Hanford, Calif. (five miles away).

SATELLITE OWNERSHIP

Congress, Administration differ on 'consortium'

While most congressional interest in communications satellites last week centered on who should own the system, a Justice Dept. official pointed out that broadcasters will have a more direct problem to worry about once the system becomes operational. And that is censorship.

When international television becomes a reality, Assistant Attorney General Nicholas deB. Katzenbach told Congress, "one can predict that we will have to face" that problem.

Testifying before the House Science & Astronautics Committee, he said "various nations may seek to maintain different practices as to censorship and control of program content." And, he said, "we would have to recognize and reconcile both our traditions of freedom of expression and the policies of other nations."

But the more immediate problem—who should own the system—was the subject of a meeting of congressional Democrats who are opposed to the administration's proposal to set up a consoritum of ten international carriers to own and operate the system. No decisions were made but it was felt the group could bring considerable pressure to bear on the administration.

The meeting was presided over by Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, and attended by members of his antitrust subcommittee and the Commerce and Space Committees. Representatives of Sens. Hubert Humphrey (D-Minn.), Senate Whip, and Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust Subcommittee, also were present.

A number of congressmen are known to fear that AT&T, the largest company chosen by the FCC to participate in ownership of the system, would dominate the consortium. They say ownership should be opened to common carriers and equipment manufacturers. Some prefer outright government ownership.

Administration determination to guard against giant companies gaining advantage through their pioneering efforts in the space communications field was voiced by James E. Webb, director of the National Aeronautics & Space Administration, in testimony before the

". . . let me express my appreciation to you for your efforts and cooperation in connection with positive action against the menace of the child molester."

J. Edgar Hoover, Director
FEDERAL BUREAU OF INVESTIGATION

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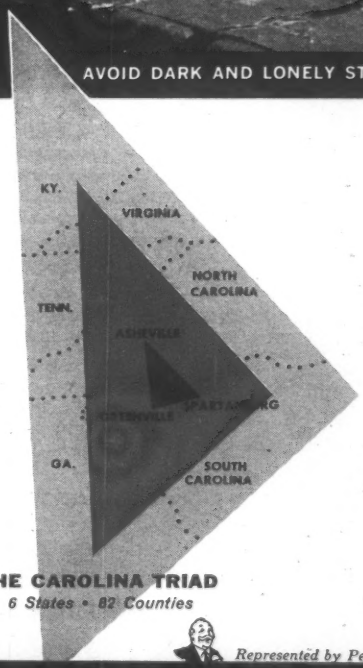
TURN DOWN GIFTS FROM STRANGERS!
AVOID DARK AND LONELY STREETS!
REFUSE RIDES OFFERED BY STRANGERS!



THE CAROLINA TRIAD
6 States • 82 Counties

WLOS-TV recently created an on-the-air children's poster contest to publicize the FBI's campaign alerting the public to the problem of child molestation. Children were urged to create posters illustrating the rules they should follow to play safe. The winning posters in the contest were chosen by J. Edgar Hoover.

WLOS-TV's contest was a tremendous success, and throughout the Carolina Triad, schools and organizations have taken their cue from WLOS-TV in planning similar programs of their own.

In the Carolina Triad, WLOS-TV is synonomous with public service!

WLOS-TV abc

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GREENVILLE — ASHEVILLE — SPARTANBURG

A Wometco Enterprises, Inc., Station

Represented by Peters, Griffin, Woodward, Inc. Southeastern Representative: James S. Ayers Co.

Gathered around a model of the communications satellite AT&T plans to launch (BROADCASTING, Aug. 7) are some of the men in Washington most interested in space communications. From the left, they are Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee; Newton N. Minow, FCC chairman; James Webb, director of the National Aeronautics & Space Administration; James E. Dingman, AT&T's chief engineer; Sen. Andrew F. Schoeppel (R-Kan.), and Sen. Warren G. Magnuson (D-Wash.), Commerce Committee chairman.

Senate Antimonopoly Subcommittee. He said that both Radio Corp. of America and AT&T, who have been chosen to build the first experimental communications satellites, will be required to share the benefits of their development work.

But the same subcommittee heard criticism of the consortium proposal from a long list of other witnesses—mainly representatives of common carriers and equipment manufacturers who feel they should be permitted to participate in ownership of the system.

The Justice Dept., meanwhile, continued to caution Congress that the final administration decision on the type of ownership to adopt had not yet been made. The program, said Asst. Atty. General Katzenbach, "is still in the process of evolution."

Hartke seeks JFK's aid on spectrum study bill

Sen. Vance Hartke (D-Ind.) last week sought to enlist President Kennedy's help in his effort to create a special five-member commission to study the complex problems involved in the allocation of the spectrum. But he received no promises.

In a 20-minute conference at the White House on Monday (Aug. 7), Sen. Hartke asked the President to create the commission by executive order if the same end cannot be achieved through legislation. The Senator later said President Kennedy expressed interest and told him he would consult his advisors on it.

Sen. Hartke feels that control of all spectrum allocations should be placed under a single authority responsible to the President. At present, allocation problems that develop between the FCC and government users, such as the Defense Dept., must be negotiated by the agencies.

Sen. Hartke's proposal, which would require the special commission to report on its findings within six months, was first introduced in the last session of Congress, but never got out of committee.

Reintroduced at the beginning of the current session as SJ Res 32, it was aired by the Senate Communications Subcommittee two weeks ago, and received something of a cold shoulder from the FCC (BROADCASTING, Aug. 7). Speaking for the commission, FCC Chairman Newton N. Minow agreed a study was needed, but he was critical of the manner in which it would be conducted under the resolution.

Sen. Hartke said last week there is "no basic disagreement" between his position and the FCC's. The important thing is that a study be made and a report issued, he said.

WINS DENIES PAYOLA

Tells FCC it never knowingly tolerated the practice

The licensee of WINS New York "emphatically" denied last week that it has ever knowingly tolerated payola practices, as questioned by the FCC in a pre-hearing inquiry on the station's application for license renewal (BROADCASTING, July 10).

"Long before the possibility that payola practices might lead to violations of the . . . Communications Act was generally considered, the owner and president of the licensee [J. Elroy McCaw] opposed such practices as a matter of business policy," WINS said in reply to the FCC letter.

WINS maintained that its license should be renewed and that the FCC must keep these points in mind: (1) After intensive investigation by the FCC and the New York district attorney, only three instances have been found in which WINS personnel allegedly accepted payola; (2) all three cases were effectively dealt with by the station; (3) of the three persons involved, only one was an on-the-air personality; (4) WINS moved "fairly, diligently and effectively" in an effort to develop the facts;

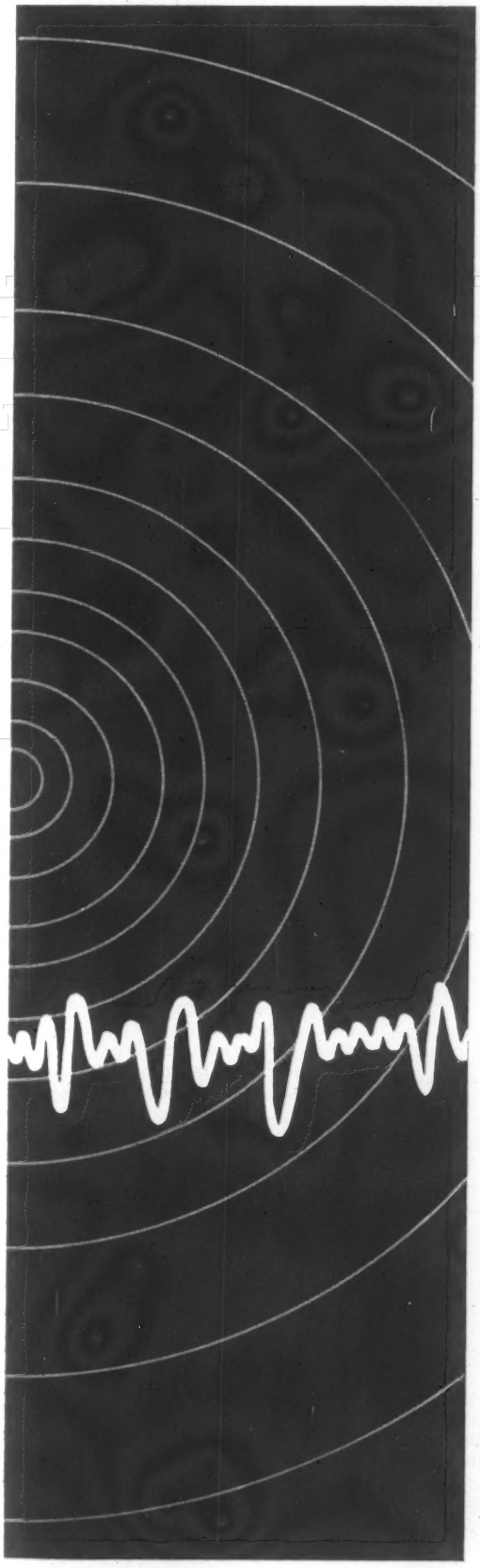
Also, (5) each of the three individuals has been formally charged of having accepted payola "without the knowledge and consent" of his employer; (6) WINS established a policy against payola long before the subject received any governmental attention, and (7) so far as the licensee knows, other McCaw stations—KTVR (TV) Denver and KTVW (TV) Tacoma, Wash.—have not been involved in payola.

WINS is being sold to the Storer Broadcasting Co. but FCC approval has been held up pending action on the station's renewal application.

Hruska would exempt football tv from antitrust

A move to prevent a blackout of professional football this fall was urged by Sen. Roman L. Hruska (R-Neb.) last week, an outgrowth of Federal Judge Allan K. Grim's decision (BROADCASTING, July 31) declaring the National Football League's package contract with CBS-TV void.

Sen. Hruska is co-sponsor of a bill (S. 1856) which would exempt professional football telecasts from antitrust laws. It would allow clubs to contract



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We believe that in the operation of radio and television stations we can make a significant contribution to this better life. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

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WGAR, Cleveland, Ohio
WRFD, Columbus, Worthington, Ohio

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for telecasting, provided there is a blackout within a 75-mile radius of a game involving a club in another league, unless there is an agreement with the affected team.

It is Sen. Hruska's contention that footfall should be on a parity with baseball, which is exempt from the antitrust laws. Judge Grim in 1953 first ruled football was in violation of the antitrust laws and was upheld by the Supreme Court.

S. 1856 would clarify, it is understood, the differences between baseball and football in relation to the antitrust laws.

Lombardo doesn't like radio-tv weathercasts

The man who makes "the sweetest music this side of heaven" complained of sour notes struck by New York radio and tv weathercasters last week in a telegram to FCC Chairman Newton N. Minow.

Bandleader Guy Lombardo claimed that weather forecasts predicting "the worst weekend of the summer" for the weekend of Aug. 5 had discouraged New Yorkers from going to Jones Beach Marine Theater to see the outdoor extravaganza he produces. Mr. Lombardo said that by 4 p.m. Sunday not a drop of rain had fallen.

It is not the official U. S. Weather Bureau forecasts but the way weathercasters handle them, Mr. Lombardo insisted. The FCC said it will investigate the complaint.

No private agreements

The FCC has served notice that it will not countenance private agreements where one station does a favor for another in exchange for that station's withdrawing an objection to an application. The commission granted an increase of power to WHOP Hopkinsville, Ky., from 250 w to 1 kw on condition that it file a joint statement within 10 days with WTCJ Tell City, Ind., informing the FCC that the stations have called off a deal under which WHOP would pay engineering costs for WTCJ to apply to increase its power to 1 kw. The FCC felt that approval of this agreement would "establish an unfortunate precedent leading to possible abuses of the commission processes."

Commissioners John S. Cross and Rosel H. Hyde dissented.

Government briefs...

Dismissal recommended ▪ Recommendation that payola complaints against three affiliated record companies in Chicago be dismissed has been made by a Federal Trade Commission hearing examiner. The initial decision, applying to complaints against Chess Record Corp., Argo Record Corp. and Checker Record Corp., was issued on a motion by the FTC staff counsel who pointed to the recent amendment of the Communications Act as adequately protecting the public against the challenged practices.

On probation ▪ The Dept. of Commerce has issued an order putting Visual Electronics Corp., New York, on probation for one year because of a charge it and other companies sent strategic goods behind the Iron Curtain in violation of U. S. export controls. The firm said the matter arose three years ago and resulted from a clerical error in shipment valued at less than $100 and containing no critical materials. The firm was fined $10,000 last year in a court action in connection with the charges.

MacIntyre confirmed ▪ The Senate last week confirmed by a voice vote, President Kennedy's appointment of Everett MacIntyre to the Federal Trade Commission. He succeeds Robert T. Secrest, whose term expires in September. Both men are Democrats. Mr. McIntyre, counsel for the House antimonopoly subcommittee at the time of his nomination, had spent 25 years with the FTC prior to 1953.

Conflict bill advances ▪ Legislation revising a host of existing conflict-of-interest legislation was approved by the House Judiciary Committee. Based on identical bills introduced by Reps. Emanuel Celler (D-N.Y.) and William M. McCulloch (R-Ohio), chairman and ranking minority member, respectively, of the Judiciary Committee, the legislation would ban government employes from helping private parties get broadcast licenses or other awards from federal agencies.

Case of the disappearing manager

WREA East Palatka, Fla., which went off the air last February when its manager "disappeared" (BROADCASTING, Feb. 27), must go through an FCC hearing on its license renewal application, the commission said.

Among the issues cited by the commission were legal, technical, financial, unauthorized transfer of control, and programming. The hearing will be held in East Palatka on Oct. 10. Owners of record of WREA are Anthony, Peter and Concetta Corrado of Flushing, Long Island.

Answering a letter of inquiry from the commission, Peter Corrado said WREA is "almost at the state of bankruptcy." The commission, in its hearing order, said that the station's transmitter has been reposessed and the antenna dismantled.

The unauthorized transfer involves an alleged lease of the station to Paul Yates Jr., who in turn reportedly hired the missing manager, J. D. Bullard. Mr. Corrado said the station is listed for sale with Paul H. Chapman Co., Atlanta broker, with the Yates lease broken off after Mr. Corrado determined Mr. Yates' credit standing.

Mr. Bullard, it was reported, was hired by Mr. Yates and left the station after the latter disclaimed any responsibility for WREA and when Mr. Bullard and other station employes did not receive their pay for several weeks.

SMALL BUSINESS PROBE

Controversial program forms to be included in hearings

The FCC's proposed program reporting forms that have met with considerable broadcaster opposition (see story, page 56), will be included on the agenda of hearings to be held next fall by a subcommittee of the House Select Small Business Committee.

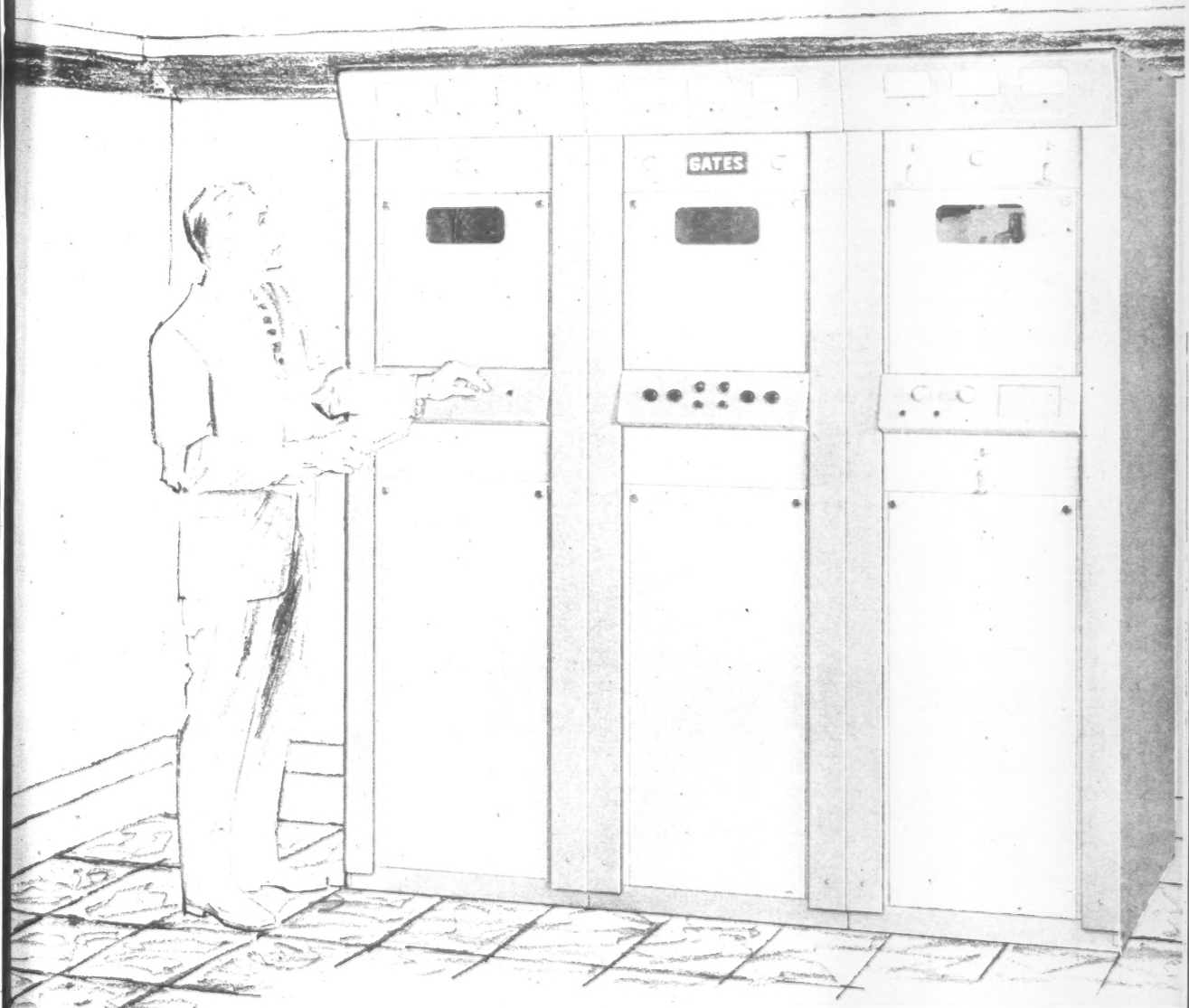
This was disclosed last week by Rep. Dale Alford (D-Ark.), chairman of the subcommittee, in announcing plans for the hearings, which will deal with radio-tv advertising opportunities for small business firms (BROADCASTING, Aug. 7). The announcement said the hearings will be held following the adjournment of Congress.

Rep. William Avery (R-Kan.), a subcommittee member, urged Rep. Alford to include the proposed program forms on the hearing's agenda. He feels that since no other congressional unit has aired the matter, the Small Business subcommittee should provide a forum in which the small broadcaster can express his views.

Rep. Avery, in a letter to the chairman, said the subcommittee should investigate the question of whether the forms, by requiring broadcasters to submit a mass of detailed information, constitute a censorship threat.

The agenda announced by Rep. Alford includes national advertisers' influence on networks, pay tv, broadcasting practices that adversely affect small advertisers, tv time periods reserved for large advertisers, the steps taken by the FCC to enhance competition and encourage the small advertiser, and the need for new legislation to help small business in broadcast advertising.

ON APRIL 5, 1961, ***in a steel and glass skyscraper overlooking a major U. S. metropolitan city, a meeting was held to discuss the purchase of a new five kilowatt AM transmitter.*** The main points in consideration were economical operation, quality sound and industry acceptance. Each five kilowatt transmitter on the market was thoroughly evaluated, with only the Gates BC-5P-2 meeting all the stringent requirements. ■ These progressive broadcasters found that the modern Triode power tubes in the Gates transmitter reduced operating costs, and that overall average power consumption was as low as could be found. Their analysis also revealed that the BC-5P-2's combination of very low distortion and wide response produced the truest quality sound. Finally, no other five kilowatt AM transmitter could equal the acceptance of the BC-5P-2. This is the world's number one best seller in the five kilowatt field. ■ The decision was made. A new Gates BC-5P-2 transmitter is now in operation at this top rated station giving day-in and day-out trouble-free performance. ■ Let us tell you more about the *Leadership Five*. Write today for Brochure No. 94 – yours for the asking.



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'Freedom meeting'—Georgia style

SYMPOSIUM OF SOUTHEASTERN BROADCASTERS TO DISCUSS PROBLEMS

The Georgia Assn. of Broadcasters last week sent out a call for a grass-roots meeting of southeastern broadcasters to discuss problems.

The meeting, scheduled for Sept. 15 in Atlanta, will see presidents and secretaries of seven southeastern station broadcasters associations assemble to discuss such matters as the threatened infringement of the federal government into the affairs of licensees, the FCC's proposed new program forms, the NAB's leadership in attacking potential government encroachment, and the NAB's decision to drop sponsorship of the Voice of Democracy contest.

In an unprecedented move, the association passed a resolution complaining that the work of the majority of American broadcasters "is not being adequately recounted by the NAB," and urging that NAB:

". . . plead the cause of broadcasters, neither accepting nor allowing to go unanswered any unjustified criticism; to fight any and all proposed infringements on the perogatives of broadcasters, not attempt to promote their acceptance; to resist any attempt by any governmental agency to inflict upon broadcasters the onerous chore of unnecessary and costly recording of minutiae to the extent that the quality of his service is lessened; and to offer to broadcasters the leadership and moral support they deserve—and which their financial support presupposes."

Invitations to attend the Southeast Radio-Tv Symposium (SERTS) were sent to the presidents of the following state associations: Alabama, Florida, Georgia, Mississippi, North Carolina, Tennessee and South Carolina. Also invited were FCC Chairman Newton N. Minow, NAB President LeRoy Collins, and James L. Howe, WIRA Fort Pierce Fla., Fifth District NAB director.

The seven states invited to the conference represent 24% of all radio stations licensed and on the air, and 16% of all such tv stations.

"This should give the conference the grass-roots flavor and the local point of view which seems to be lacking, or unheeded, in the broadcasting industry in recent months," H. Randolph Holder, WGAU Athens, Ga., newly elected president of the association, said. (For new officers see page 86).

In other actions by the GAB at the Aug. 6-8 meeting at St. Simons Island:

- Agreed to undertake a realistic research project on the FCC's proposed new programming form by underwriting the expense of field testing for one full week the logging requirements needed in complying with the proposal. Stations which will participate in this test, to determine needs in personnel, time and cost, will be WDEC Americus (1 kw on 1290 kc daytime, employing six fulltime and two parttime employees, and WCON Cornelia (250 w fulltime on 1450 kc, with eight fulltime employees).
- Urged all Georgia stations to try out the proposed new program form and report to the FCC how it works out, or how it can be revised to be more acceptable to broadcasters. This was recommended by FCC Commissioner Robert T. Bartley in his remarks to the association.

Both of these actions came after the Georgia broadcasters heard Commissioner Bartley and Washington communications attorney Frank Fletcher speak on the FCC's activities.

Mr. Bartley called on broadcasters to regulate themselves quickly or face the probability of government intervention. Self-regulation is the greatest tool the industry has to work with, he said. "The broadcasters I need to talk to are not here today," Commissioner Bartley added, "they're back home trying to undersell you." The commissioner stated that if the industry doesn't fight abuses, government control is assured. (See story, this page).

Mr. Fletcher reviewed the upbeat in FCC activities going back to the warnings sounded by Commissioner Frederick W. Ford when he was chairman in 1960. In discussing the proposed new program forms, Mr. Fletcher declared that in his view it calls for an accounting of every second of at least two weeks of broadcasting. It also, he added, asks for information on operating policies and procedures never before requested. He surmised that broadcasters may have to add an extra employee to their rolls in order to maintain the logging information required.

Among the resolutions passed by the association, one called on NAB to reconsider its decision to drop sponsorship of the Voice of Democracy con-

Bartley sees no policy change

The FCC's current regulatory policy was born on the "Old Frontier," Commissioner Robert T. Bartley told the Georgia Assn. of Broadcasters last week (see story above). He expressed surprise that the press has seized upon Chairman Minow's speech as a change in policy. He attributed the phenomenon to use of the catch phrase "vast wasteland."

Commissioner Bartley described the new chairman as "intelligent' reasonable, pleasant, hard-working and determined." Mr. Minow, he said, is determined that broadcasters shall exercise their responsibilities in a responsible manner.

The Democratic commissioner pointed out that addresses he had made in 1954, 1955 and 1956 were stimulated by his "violent disagreement" with the views expressed in speeches by some of "Sherman Adams' appointees" to the commission on the responsibilities of the FCC. He noted that since that time he had been gradually joined in his dissenting position by other commissioners and that the majority had shifted to his views some two years ago.

Among the views which Commissioner Bartley expressed:

- That the FCC should examine carefully multiple radio-tv property owners. He said "I feel a license is a personal thing, not just the concern of a corporation, and people can spread themselves too thin." He agreed some multiple owners run excellent stations but said he believes those stations would be even better if the owner were to "rub shoulders daily with the listeners to his station."
- That lifting the restrictions of Sec. 315 and allowing the broadcaster editorial discretion in the matter of equal-time in political broadcasting will increase correspondingly the responsibility of the broadcaster.
- That integration of station ownership and active management outweighs the factor of possibly greater broadcast experience of a multiple owner.
- That "any broadcaster concerned about his community need not be concerned about the FCC."

This Fall in Birmingham

19 OF THE TOP 20 SHOWS* WILL BE ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

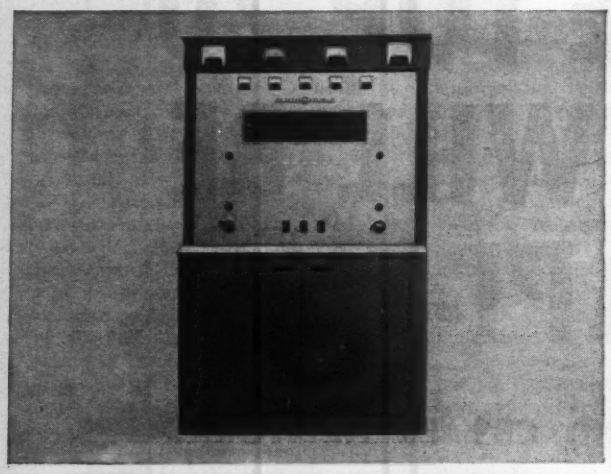
- ★ GUNSMOKE
- ★ ANDY GRIFFITH
- ★ DANNY THOMAS
- ★ GARRY MOORE
- ★ HAVE GUN WILL TRAVEL
- ★ G. E. THEATER
- ★ CHECKMATE
- ★ RED SKELTON
- ★ CANDID CAMERA
- ★ I'VE GOT A SECRET
- ★ RAWHIDE
- ★ JACK BENNY
- ★ BONANZA
- ★ DUPONT SHOW
- ★ DENNIS THE MENACE
- ★ TO TELL THE TRUTH
- ★ (SYNDICATED)
- ★ DOBIE GILLIS
- ★ ED SULLIVAN
- ★ WAGON TRAIN

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

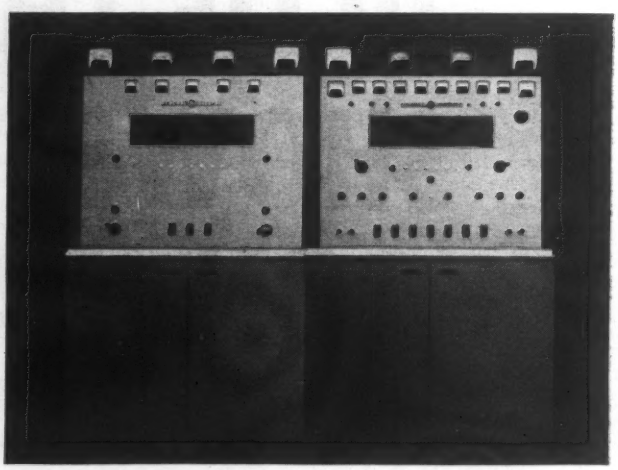
NBC WAPI-TV CBS Channel 13 Birmingham, Ala

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.

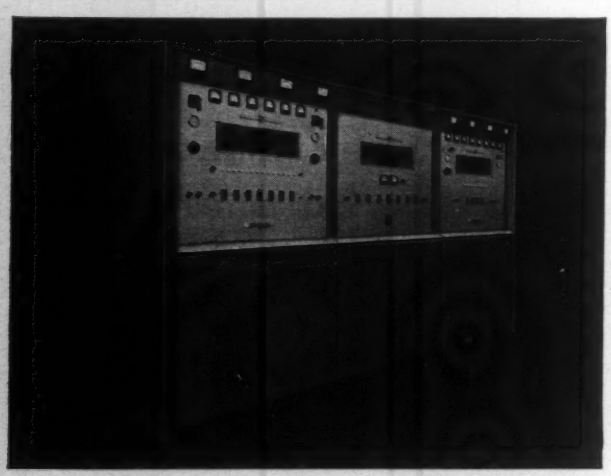
Whatever your high channel SPECIFY GENERAL ELECTRIC TV



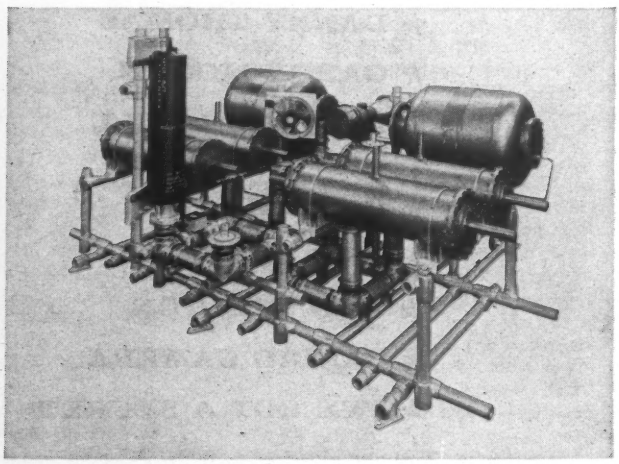
1-KW VHF High Channel Transmitter, Type TT-49-B. A new design providing the base for a low-cost building block approach to a 35-KW or 50-KW transmitter for maximum commercial power. A second cubicle can be added to form a compact 5,000 watt transmitter or for use in driving a 35-KW watt amplifier or a 50-KW amplifier.



5-KW VHF High Channel Transmitter, Type TT-50-B. Two-cubicle 5,000 watt transmitter, for use in driving a 35,000 watt or 50,000 watt amplifier. The most efficient way to step up to full commercial power. Features long life silicon rectifiers. Completely self contained, designed for simplicity of operation and easy maintenance.



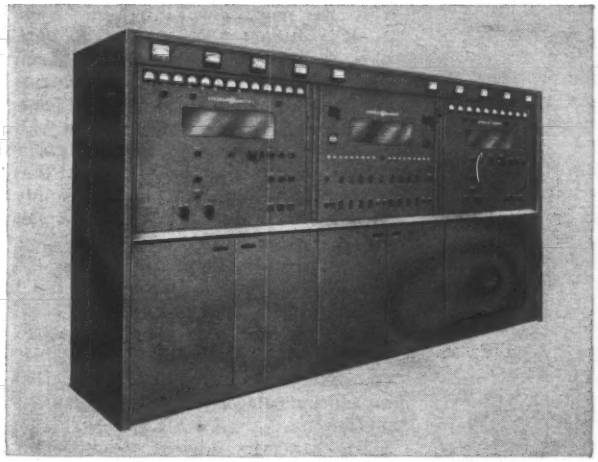
50-KW VHF High Channel Amplifier, Type TF-5-A. Designed to provide a 50-KW peak synchronizing television signal and a 26.6-KW frequency modulated aural signal in any of the VHF television channels 7 through 13. This amplifier requires only modulated RF drive and access to the 5-KW driving transmitter's main "plate off" circuit.



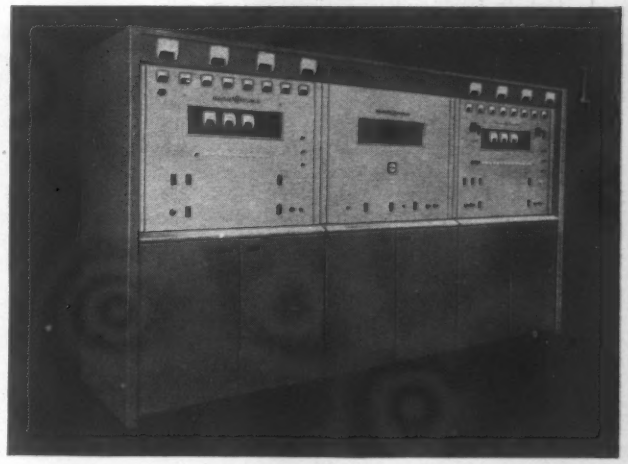
VESTIGIAL SIDEBAND FILTER AND DIPLEXER TYPE PY-33-A
Available to feed either a single or dual transmission line to the antenna.

For complete information on the transmitter or amplifier best suited for your installation, call your G-E Broadcast Equipment Sales representative, or write Broadcast Equipment Section 4881, Technical Products Operation, General Electric Company, Lynchburg, Va. In Canada: Canadian General Electric Co., 830 Lansdowne Ave., Toronto, Ont. Export: International General Electric Company, 150 E. 42nd St., New York, N. Y.

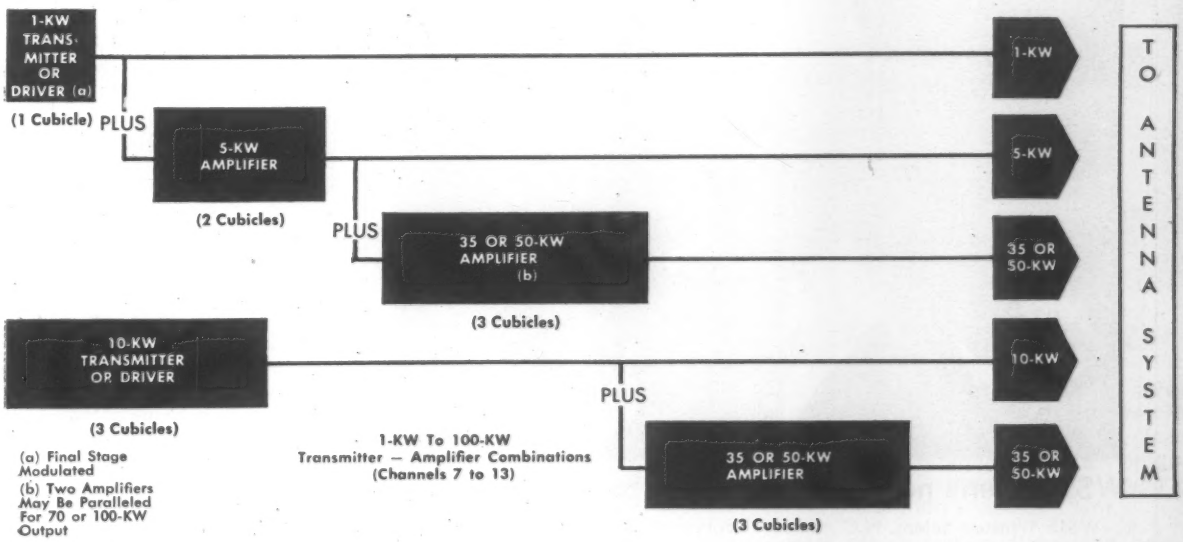
requirements from 1-kw to 100-kw... TRANSMITTERS AND AMPLIFIERS



10-KW VHF High Channel Transmitter, Type TT-32-B. Designed to furnish a higher power basic station transmitter, or a conservatively operated driver for high power RF amplifiers. This air-cooled transmitter delivers a 10-KW peak synchronizing television signal and a 5.5-KW aural frequency modulated signal. Transmits both monochrome and NTSC color signals.



35-KW VHF High Channel Amplifier, Type TF-14-A. Designed to provide a 35-KW peak synchronizing television signal for channels 7 through 13. A 5-KW transmitter provides ample power to drive this amplifier to a full 35-KW which will provide 316-KW ERP signal using a standard 3-bay helical or 12-bay batwing antenna. Transmits both monochrome and NTSC color signals.



GENERAL ELECTRIC

Radio's summer lead

Radio's summer audience lead over television started in June this year instead of July, according to Sindlinger & Co. media comparisons reported last week by Radio Advertising Bureau.

RAB's claim of 92,022,000 listeners daily during the first week of July was 11% more than tv's audience. It was radio's highest total audience since the start of media comparisons by Sindlinger.

test (BROADCASTING, July 24). Another urged all member stations to join the radio and tv codes, and a third asked that the FCC revise its publication regulations to permit a station to use its own facility to publicize an application for a new or changed facility.

3M's profits up

Minnesota Mining & Mfg. Co. reports second quarter sales of $151,034,000 and earnings of $17,826,047, equal to 35¢ a share. For the same period last year, 3M sales were $134,343,955, with earnings of $16,148,091, equal to 32¢ a share. The 3M Co. also owns Mutual Broadcasting System.

HOW TO READ BAROMETERS IN IDAHO

After letters, NAB, Idahoans reach a kind of concord

The FCC's proposed revisions in program reporting forms, and the NAB's several advices to members on the subject, have stirred up more fuss in Idaho than anywhere else.

It started during the Idaho Broadcasters Assn. meeting July 19-20. In a telephone interview with BROADCASTING during the meeting Gale (Gub) Mix, general manager of KRPL Moscow, Idaho, and outgoing president of the association, said that members were up in arms over the FCC proposals and the position that the NAB at that time was taking.

A week earlier LeRoy Collins, NAB president, had sent a memorandum to members describing the proposed forms as a "net improvement" over those now in use (BROADCASTING, July 17). At the Idaho meeting James McKnight, of the NAB's Los Angeles office, made a speech that reportedly confirmed the position first taken by Gov. Collins.

The featured speaker at the Idaho meeting was FCC Commissioner Rosel H. Hyde. He described the recent history of government moves toward tighter scrutiny over broadcast programming, and he criticized the industry for its failure to resist the moves.

In its July 24 issue BROADCASTING reported, on the basis of its reporter's understanding of his conversation with Mr. Mix, that the Idaho association had "officially" condemned the NAB position and the FCC proposal.

Comeback ▪ The reaction at NAB headquarters was immediate.

In the next issue (July 31) of the NAB's internal newsletter, *Highlights*, Gov. Collins said his position had been misinterpreted and his first comments distorted by BROADCASTING. Meanwhile, NAB officials were in touch with executives of the Idaho Association.

Mr. Mix wrote Gov. Collins that he was "gratified" to read in the July 31 *Highlights* that the NAB was not approving the FCC proposals for program forms. Mr. Mix said that he had told BROADCASTING's reporter that "those broadcasters who had commented on the NAB stand to me had all felt the NAB was off base in their approach." He denied, however, that he had indicated any official action was taken.

But Mr. Mix advised Gov. Collins that since the appearance of the BROADCASTING story on the meeting "I have received more than 200 letters, telegrams and calls from broadcasters throughout the land, including a majority of the IBA, five state associations and broadcasters from 34 states." All, he reported, agreed with the Idaho attitude that had been reported in BROADCASTING.

Mr. Mix closed his letter to Gov. Collins with this suggestion: "Give them hell. We've backed up far enough."

Nothing Official ▪ The incoming president of the Idaho association, Duane D. Wolfe of KCID Caldwell, also wrote Gov. Collins stating that no official action on the program forms or the NAB's statements about it had been taken at the state meeting.

Mr. Wolfe also denied the existence of a "poop sheet" that BROADCASTING, in its July 24 issue, described as having been compiled by a special committee of the IBA. The poop sheet was a memorandum of advice to station operators on what to do if FCC inspectors called.

Contrary to Mr. Wolfe's disavowal —apparently without his knowledge— the poop sheet was available during the Idaho meeting. According to Mr. Wolfe's predecessor, Mr. Mix, the memorandum was prepared last winter. A person in attendance at the Idaho meeting sent a copy of it to BROADCASTING, and its authenticity was

WSJS opens new facilities with a bang

WSJS Winston-Salem, N.C., made the switchover to its news $150,000 broadcast installation with a bang as evidenced in photo above. Describing the fireworks used to herald WSJS's promotion theme, "Big, Brilliant Sound of '60," is Phil Hedrick (pointing), the station's vice president of operations. Others (from left): George Lohnes, installer of the RCA towers; Harold Essex, president and general manager of WSJS, and Hank Pointel, the director of special events for WSJS.

. . . has a voice of its own in New York

From sign-on to sign-off (now 6 A.M. to 8:45 P.M.) Monday thru Friday, WLIB is dedicated 100% to the goals and interests of the enormous Negro Community in greater New York.

WLIB thus becomes the first and only station in New York to dedicate its efforts and facilities so completely to this need. And the need is vital because one out of every nine persons in the greater metropolitan area is a member of the Negro Community.

But its strength is larger than the strength of numbers alone. In education, its growth has been fantastic—proportionately far outstripping every other ethnic group. At the economic level, the Negro's standard of living is the highest in history. It has become one of the great buying forces in the marketplace.

In this new WLIB schedule, "dedicated community service will play a more dominant part than ever before. Mor "Negro" news; more interviews with outstanding leade from all over the world; more Community Interest program (such as "The Editor Speaks"—broadcast for seven co secutive years) will be the station's constant aim.

In every way, the great growing voice in the land now ha a bigger voice than ever in New York.

HARLEM RADIO CENTER

WLIB

Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

checked with Mr. Mix while the meeting was still in session.

For broadcasters, in Idaho and elsewhere, who may be puzzled by the NAB's position on the program forms, BROADCASTING published last week a full record of Gov. Collins' various observations (see "Which Collins comments d'ya read?" on pages 64-65, BROADCASTING, Aug. 7).

Drivers prefer radio ads over those on billboards

The nation's drivers feel radio does a better job of advertising than billboards, Radio Advertising Bureau learned in a national survey that probed consumer attitudes toward the two media.

As reported in a new RAB presentation on outdoor advertising called "Inside Outdoor," radio emerged ahead of billboards on the following counts: telling about new products, creating interest in products, making consumers feel favorable toward an advertising product and reminding consumers to buy products.

The media comparison study was conducted by R. H. Bruskin Assoc., which sampled 2,000 adults who spend a part of each day in a car, either as drivers or passengers. RAB also points out that today's higher highway speed limits slash reading time, and the necessarily "big, bold, brief" posters limit outdoor advertising's ability to get across the advertiser's complete selling story.

DiSalle accepts debate on WCKY Cincinnati

An interview on WCKY Cincinnati's *Compass* series has led to a statewide controversy about the extent of Ohio Gov. Mike DiSalle's powers after his intervention in the sentencing of a convicted murderess.

In the interview, Hamilton County prosecutor G. Watson Hover said (referring to Gov. DiSalle's action in changing a death penalty to life imprisonment), "Gov. DiSalle is reaching a point where he is becoming a dangerous individual when he acts as a one-man board of review for judicial determination." Mr. Hover then offered to debate the case with the governor, who promptly accepted.

WCKY has arranged a debate under the sponsorship of the Cincinnati Bar Assn. Three law school deans will act as judges. The station has invited all Cincinnati television stations to telecast the proceedings and WCKY will feed the broadcast to any radio station desiring it, station officials said.

FCC consultant Dean Barrow (U. of Cincinnati) is one of the judges.

Luncheon heralds WCCC's Mutual affiliation

Mutual Broadcasting System president Robert F. Hurleigh (left), WCCC station owner William M. Savitt (center), and Connecticut Gov. John Dempsey demonstrate togetherness in celebration of the Hartford station joining the Mutual radio network. Action took place at a gala luncheon held last week in Hartford. Speakers, in addition to Messrs. Hurleigh and Savitt included veteran Mutual newscaster and commentator Cedric Foster, who was born, raised and first worked in Hartford. Also present at the luncheon were Anthony Armentano, Lt. Gov. of Connecticut; Hartford Mayor Dominick DeLucco and Edgar T. Sloan, president, Greater Hartford Chamber of Commerce.

Its new affiliation gives Mutual a total of 428 direct station affiliations (another station, WMMM Westport, Conn., has since been added).

WCCC is a 500 w, daytime station. Greater Hartford Broadcasting Inc. is the original owner. The station features a format of time, news and temperature every quarter hour, with "quality" music in between. Besides service to WCCC, the newly-signed contract calls for Mutual to supply music to Greater Hartford Broadcasting's fm outlet, WCCC-FM.

WINS TO BECOME MUTUAL'S N.Y. KEY

WOR relinquishes 27-year affiliation on Aug. 28

WOR New York, one of the founders of the Mutual radio network 27 years ago and its key New York outlet ever since, is slated to become an independent on Aug. 28. On that date WINS will become the network's basic New York affiliate, according to an announcement slated for release yesterday (Aug. 13) by MBS President Robert F. Hurleigh and WINS President J. Elroy McCaw.

Mr. Hurleigh said WINS wished to carry more of Mutual's news and public service features than WOR had been clearing and that this led him to make the move "which will markedly improve the MBS impact in New York." He said he regretted the dissolution of Mutual's "most amicable basic affiliation with WOR," but that "the type of news format followed by WINS provides a more logical integration of Mutual news coverage."

In addition to carrying more of Mutual's extensive news and feature schedule, officials said, WINS will make available to the network its own news staff and mobile units.

WOR has been carrying a relatively limited number of Mutual programs. Some time ago Mutual made an arrangement with WVNJ Newark to carry some of the programs not cleared by WOR. This arrangement may be revised as a result of the WINS affiliation, it was understood.

WOR, now owned by RKO General, was one of four founders of the Mutual network as a cooperative programming operation on Sept. 15, 1934. The others were WGN Chicago, WXYZ Detroit and WLW Cincinnati.

Financial management group names directors

A 15-man board of directors has been selected to direct the activities of the newly organized Institute of Broadcasting Financial Management.

The organization was formed to develop and maintain progressive concepts for the broadcasting industry and to provide financial executives with a medium through which they can exchange ideas and methods.

Members of the board include: Joseph K. Mikita, Westinghouse Broadcasting Co., New York; H. W. Dornseif, WCCO Minneapolis; Thomas E. Carroll, WFBM Indianapolis; Charles A. Hart, WHDH Boston; Joseph J. Madden, Metropolitan Broadcasting, New York; Edward Mitchell, WPIX (TV) New York; Richard S. Stakes, WMAL Washington; A. B. Suhor, WDSU New Orleans; Aubrey H. Moore Jr., WRAL Raleigh, N. C.; John E. Hinkle, WISN-TV Milwaukee; Norman C. Hadley, CBS New York; E. S. Zimmercan, Crosley Broadcasting Corp., Cincinnati; Richard C. Percival, KRNT-TV Des Moines, Richard M. Thomas, WJR Detroit; Julia Royal, KCOP(TV) Los Angeles.

Media notes...

New facilities ▪ Construction began early this month on a new tower and transmitter for WPRO-TV Providence, R. I., in Rehoboth, Mass. The new equipment, which will enable WPRO-TV's programs to be seen by southern New England viewers, is expected to be installed by October 15. The new transmitter and antenna were purchased from RCA.

Investigation ▪ Because of a series of broadcasts by Lou Gordon on WXYZ Detroit concerning some 60 complaints against the labor unions operating in the city's new $55,000,000 convention center, the problem has been virtually solved. With WXYZ bringing the issue before its listeners, a public hearing was held in which the convention hall's directors explained why they allowed such a situation to exist.

Duplication ▪ WGR-FM Buffalo this month began duplicating programs of parent WGR from 6:30 a.m. to midnight. According to Richard C. Sheppard, station manager, WGR-FM will begin stereo broadcasting in the near future.

Appointment ▪ Storm Adv., St. Louis, has been appointed advertising agency for WAFS Amsterdam, N. Y., which is to go on the air Sept. 1. The new station, on 1570 kc, 1 kw, is owned by Valley Information Programs, Irving Segel, president.

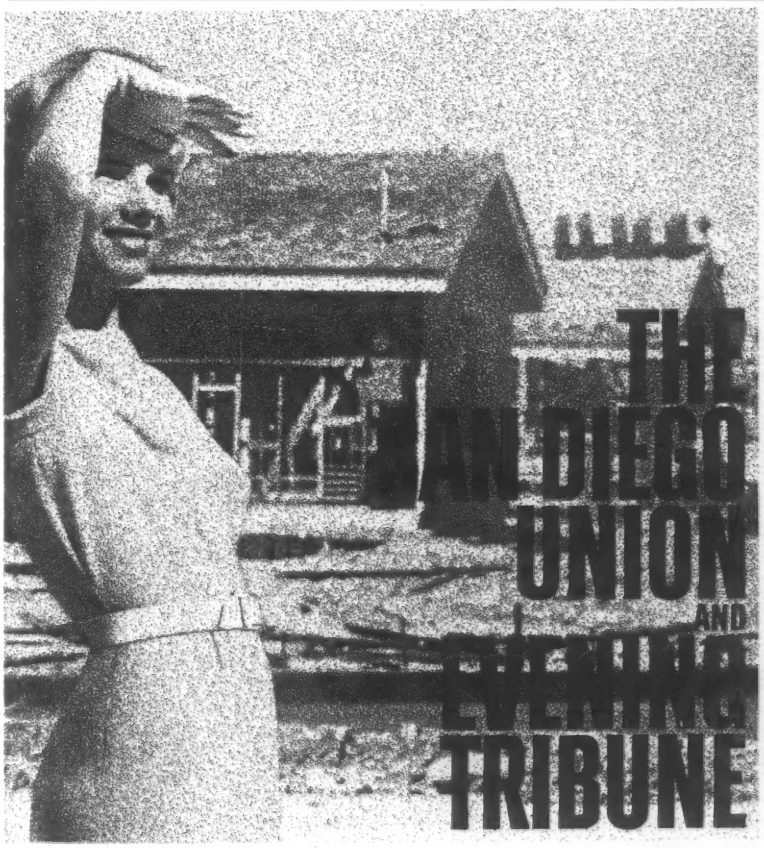
Stubblefield brings suit against Hamilton-Landis

William T. Stubblefield, broadcaster and former station broker, has brought civil suit in U. S. District Court for the District of Columbia against Hamilton-Landis & Assoc. and its principal Ray V. Hamilton. He seeks commissions and wages he claims are owed him from 1957 when he was a partner in the brokerage firm, then Hamilton, Stubblefield, Twining & Assoc.

Mr. Hamilton said, "'Mr. Stubblefield is in error. A countersuit will be filed in the very near future, asking for an accounting of money he owes for breaching his contract."

Mr. Stubblefield's claims total over $53,000, not including undetermined commissions which he states are on the firm's records to which he has been denied access. He was with the firm from September 1957 until October 1958. In his suit Mr. Stubblefield accuses Mr. Hamilton of violating provisions of their contract. He said he is definitely owed $2,600 salary, some $46,000 in commissions, $4,800 that he loaned the firm at 7% annual interest and secretarial expenses.

Mr. Stubblefield now owns and manages WAGE Leesburg, Va.



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

San Diego County is among the nation's top 25 for 1960 in lumber, building materials and hardware sales*. Build your sales in this robust and rising market. Advertise in **The San Diego Union** and **Evening Tribune.**

The San Diego Union and **Evening Tribune** have a combined daily circulation exceeding 200,000 (228,437 ABC 9/30/60).

* 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

"The Ring of Truth" Copley Newspapers

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and the Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

The San Diego Union
EVENING TRIBUNE

SWITCHING NETWORK for the world's first Electronic Central Office in Morris, Illinois, contains thousands of neon gas tubes. Here, an installer of the Western Electric Company holds a modular unit that he is checking with a Bell Laboratories technician.

ELECTRONIC CENTRAL OFFICE

New experimental switching system at Morris, Illinois, demonstrates the essential role of Western Electric in the Bell Telephone System. Four hundred telephone users are the first to enjoy the advantages of the revolutionary electronic office which works thousands of times faster than the present type and offers new economy of operation.

Western Electric has manufactured a major part of the components and assemblies for the world's most exciting telephone central office. Located at Morris, Illinois, this office is the first switching system to perform electronically every function in handling telephone calls. To help make this trial possible, Western Electric has worked closely with Bell Telephone Laboratories, converting the designs of the Laboratories into factory production.

At least four major Western Electric manufacturing locations have provided specialized services or components for the Electronic Central Office. Hawthorne Works in Chicago produced the original circuit and electronic packages and assisted the Laboratories in the design of the equipment. Indianapolis Works built the special phones. Allentown Works made the entirely new-type, tiny gas tubes and the 138,000 semiconductors, which, with other electron devices, perform the switching operations. W.E.'s Columbus Works has since assumed responsibility of engineering and control location for the project known as ECO.

ECO makes possible new services which will greatly increase the value of each customer's telephone. With a built-in memory that retains millions of bits of information, electronic switching works thousands of times faster than standard equipment and offers new economy of operation. At present, ECO permits its trial users to:

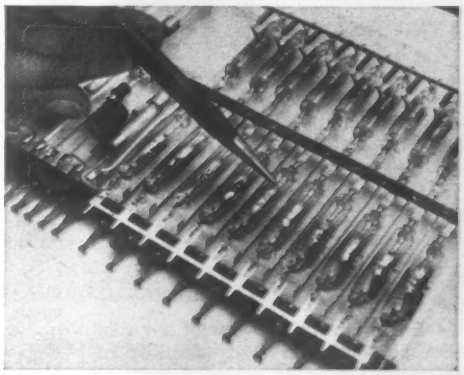
- Use home extension telephones as intercoms
- Reach frequently-called numbers by dialing only two digits instead of seven
- Have incoming calls routed to another phone when the line originally called is busy
- Dial a code which causes automatic transfer of all subsequent incoming calls to be automatically transferred to other local numbers.

Western Electric is proud of its essential contributions to this new system, which was installed in the summer of 1959 by a team of specially trained W.E. installers. This group, working with Bell Laboratories and Illinois Bell personnel, helped to put the equipment through an exhaustive series of tests to attain maximum performance and reliability.

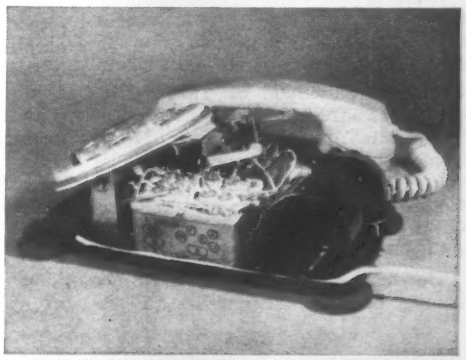
Based on this experience, Western Electric engineers will be able to make significant contributions to future Electronic Central Offices by helping to select the most economical design for manufacture. Most important of all, Western's experience will be of great value in planning for the production of further improvement in switching systems for the Bell System.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



CLOSE-UP of the entirely new gas tubes used in the Electronic Central Office switching network points up their tiny size. More than 23,000 of these hard-working miniatures are used in the Morris trial office.



SPECIAL TELEPHONES — Western Electric built specially adapted telephones for the Morris test with "beeper" networks instead of the usual ringing sound. More than 400 of these new instruments are in use.

PLUG-IN PACKAGE made by Western Electric for Electronic Central Office consists of transistors, diodes, and other electronic components. Thousands of these cost-cutting printed circuit boards were used.

Canon 35: a verdict without a trial

ABA TOLD IT HAS NO RIGHT TO LEGISLATE OUTSIDE OWN MEMBERS

The American Bar Assn.'s Canon 35 and reorganization of federal regulatory agencies, particularly the FCC, dominated broadcast-oriented subjects at the annual ABA convention in St. Louis last week. Convention highlights of interest to radio-tv:

▪ A blistering attack on Canon 35, which bars radio-tv and photographers from the courtroom, by Richard H. Amberg, publisher of the *St. Louis Globe-Democrat* (which owns 25% of KTVI [TV] St. Louis).

▪ Speeches by FCC Chairman Newton N. Minow, FTC Chairman Paul Rand Dixon and White House Advisor James M. Landis on agency reorganization before the ABA's administrative law section.

▪ Extension for one-year of a special ABA committee to study possible revisions of Canon 35. The committee's report sought this course of action without making any specific recommendations.

While not an official convention activity, KMOX-TV St. Louis featured a judge-lawyer discussion of Canon 35 on its *Close-Up* program.

John C. Satterfield of Yazoo City, Miss., was installed as the new president of ABA, replacing Whitney North Seymour of New York, one-time special counsel to the NAB. Chosen as president-elect, to take office in 1962, was Sylvester C. Smith Jr., general counsel for the Prudential Insurance Co.

The new ABA president, a former member of the Mississippi State Legislature, worked his way through law school as a reporter for Associated Press, the *Memphis Commercial Appeal* and the *New Orleans Times-Picayune*.

Indictment by Fiat ▪ Canon 35 is a verdict without a trial, a finding of guilt simply by declaration, Mr. Amberg told a conference of chief justices at the ABA convention. Canon 35 "indicts . . . everyone in the communications media—by fiat, rather than proof, and is deeply resented," he said.

He argued against the ABA ruling on these three points: (1) there was no need for the restriction in the first place; (2) even if there was a need at one time, techniques have changed so vastly in the past quarter century that the need no longer exists, and (3) the ABA has no right to legislate in fields touching anything beyond its own membership.

Canon 35, adopted in September 1937, states that court proceedings "should be conducted with fitting dignity and decorum. The taking of photographs in the court room . . . and the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court and create misconceptions with respect thereto in the mind of the public and should not be permitted."

Mr. Amberg said that the courts belong to the public, not to the lawyers or litigants. "Is a trial in a court of law so sacred that it cannot be exposed to the full, untrammeled right of the people to know?" he asked. "There was no valid reason for enacting Canon 35 in 1937. There is no reason for its continuance today."

And, Mr. Amberg continued, with the U. S. history of free speech, "it is perfectly astonishing that the bar association would limit, by unilateral action, the term free press as expressed in the Constitution. . . . When the action of one group limits the freedom or legal action of another group—as does Canon 35—I think it far transcends not only the bounds of judgment and good taste, but of legality. . . ."

Up Close ▪ Featured on KMOX-TV's Canon 35 discussion were Chief Justice Frank H. Hall of the Colorado Supreme Court and Chief Judge Charles S. Desmond of the New York Court of Appeals. Colorado allows radio-tv court coverage while New York has a law making such coverage a felony.

Judge Desmond maintained that there is a world of difference between newspaper coverage of a trial and "letting a tv camera come in there and bring the trial out of the courtroom and into the homes. . . . Frankly, I think that has a tendency to turn it into a theatrical performance."

Justice Hall countered that newspapers can slant the news, distort the appearance of the participants in a trial but that it is hard to slant actual sound and film coverage. He said that 27 trials have been televised in Colorado without in any way detracting from the dignity of the court.

"The dignified court is not going to lose its dignity by virtue of exercising the privileges granted by our rules," Justice Hall said. "If you have an undignified court, it will remain undignified" not withstanding radio-tv coverage.

KMOX-TV also featured an interview with Chairman Minow on *Eye on St. Louis* during the ABA convention.

Further Study ▪ The ABA House of Delegates granted its Canon 35 committee another year of study. The committee, headed by St. Louis attorney Richmond C. Coburn said that it has been trying to raise funds to conduct a pilot study on the effect radio-tv would have on a fully objective trial. The ABA has been unable to interest the media or research foundations in helping finance the study, he said.

The committee therefore asked for another year to pursue means to complete its study of Canon 35.

Senate Curb ▪ A possible curb on

Chief Justice Frank H. Hall (l) of the Colorado Supreme Court makes a point for the abolishment of the ABA's Canon 35 on KMOX-TV's (St. Louis) 'Close-Up.' Chief Judge Charles S. Desmond of the New York Court of Appeals listens before getting in his points in favor of the canon, which bars radio-tv and photographers from courtrooms.

broadcasting of investigations by Senate committees was contained in a committee report submitted to the ABA House of Delegates last week. The ABA committee on individual rights as affected by national security, under the chairmanship of George S. Geffs of Janesville, Wis., suggested in its report that the standing rules of the Senate should be amended to prevent broadcast coverage if a witness objects.

Unique Burden ▪ Chairman Minow said that the FCC has to shoulder a "unique procedural burden—the 1952 amendments to the Communications Act—" which are much more severe in the separation of functions than statutes applying to other agencies. These amendments, he stated, erected an "Iron Curtain" between the commission and its staff in all adjudicatory cases.

He charged that the present provisions "make no sense. . . . This concept of separation of functions runs counter to the very reason for having administrative agencies." And, the chairman continued, little comfort is provided by the review staff which also is prohibited from advising the commissioners.

But, he said, the commission itself has no complaint compared to its hearing examiners who are forbidden consultation with anyone, including a fellow examiner. Pending FCC reorganization bills which have passed both houses of Congress and are now in conference (see page 46) would return the commission to the "salutary standard" enjoyed by other agencies under the Administrative Procedures Act, Chairman Minow said.

Wrong Assumption ▪ Mr. Landis, also plumping for reorganization, said that the bar has assumed that uniform procedural requirements can be imposed upon the regulatory agencies. "Nothing is further from the fact," the author of the President's reorganization plans countered.

Broadcasters, Dean Landis charged, opposed the FCC reorganization because of a fear that "license renewal requirements might really be made workable." The Federal Communications Bar Assn., he said, in a sense has the same vested interests as broadcasters with the "complexity and prolixity of the existing procedures redounding to the benefit of its [FCBA] members." The basic issue of reorganization was concealed beneath an unreal procedural battle, he stated.

Paul Rand Dixon, chairman of the Federal Trade Commission, stressed the importance of improving the efficiency of that agency. He pointed to new procedures designed to prove "that the commission can make rapid progress within the framework of our free institutions." He said that about 2,500 cases now are under investigation by the FTC and that, threatened with inundation when the normal percentage matured for litigation, the FTC acted to increase its efficiency.

Richard Amberg, publisher of the "St. Louis Globe-Democrat," demonstrates the inconspicuous present and conspicuous past in radio microphones in his appeal to the American Bar Assn. that the broadcaster can sit just as unobtrusively in the courtroom as his print cousin.

Philip Elman, a member of the FTC, said that the FTC should "systematically survey our economy and search out unfair practices which, if allowed to grow, may become full-blown monopolies or restraints of trade." He stated that the agency's role as guardian of a free economy cannot be confined to the complaints that arrive by mail.

Other federal officials participating included Alan S. Boyd, Civil Aeronautics Board; Jerome K. Kuykendall, Federal Power Commission, and Everett Hutchinson, Interstate Commerce Commission.

CBS wins ABA's Gavels, but 'Perry' is criticized

CBS swept the annual "Gavel Awards" for commercial radio-tv of the American Bar Assn., meeting in St. Louis last week. However, on the convention floor, CBS' *Perry Mason* series was criticized as a "shocking distortion. . . ."

Armstrong Circle Theater (CBS) received a gavel for "tv dramatizations fostering public understanding of the work of Legal Aid Societies in providing counsel to the indigent." The award was received by C. J. Backstrand, president of sponsoring Armstrong Cork Co.

An award went to *CBS Reports* for "increasing public understanding of the processes of justice in the documentary production 'A Real Case of Murder.'" Jay McMullen, *Reports* producer, accepted.

CBS-owned KMOX St. Louis was cited for "dramatizing the essential role of the lawyer through its program *A Case in Point*. Accepting the award was Robert Hyland, vice president of CBS Radio and general manager of KMOX.

The U. of Michigan Tv Center, Ann Arbor, won ABA gavel for "its educational film series *Blessings of Liberty* dramatically illustrating basic constitutional rights of Americans." Dean Allan F. Smith of the U. of Michigan Law School accepted.

Prof. Robert B. McKay of the New York U. Law School won the $3,000 Ross essay prize for his paper on "What Principles and Provisions Should Be Incorporated in a Code of Ethics of Administrative Agencies and in What Manner Should the Code Be Implemented?" Prof. McKay's essay, which won over 30 entries, will be published in the September issue of the *American Bar Assn. Journal*.

In criticizing the *Perry Mason* series on the convention floor, Brooklyn District Attorney Edward S. Silver charged that the nation's DA's are not getting a fair shake on tv screens. With the fictional tv defense attorney always winning his case, the faith and confidence of the public in the integrity of law enforcement is in danger of being undermined, he said. "The *Perry Mason* triumphs on the tv screen . . . are a shocking distortion of the real problems facing every district attorney in the land," prosecutor Silver maintained.

No NBC-TV coin for newspaper advertising

PROGRAM PROMOTION WILL BE MOSTLY ON-AIR VARIETY

The television networks have their advertising and promotion plans for their new fall program schedules all set to go. And apparently they're going strikingly different ways.

Only NBC-TV authorities were willing last week to go into detail on the strategy they'll follow. CBS-TV and ABC-TV were maintaining secrecy in hopes of keeping each other—and NBC—in the dark until the last minute. But it was apparent there is a cleavage on the question of newspaper advertising's influence on tune-in.

NBC authorities said they planned no newspaper advertising at all except for institutional or image purposes. They're abandoning not only the newspaper campaigns used in the past to kick off the new season, but also their co-op allocations toward newspaper advertising for specific programs during the season. Instead they plan to go heavy—again—on on-air promotion and concentrate their co-op allotments in *Tv Guide*.

The *Tv Guide* advertising will depend on support from both affiliates and the advertisers on the programs involved. The advertiser will pay half and the network and station 25% each. In the past the cost of NBC's within-series program promotions in newspapers has been shared equally by network, station and advertiser.

On-air promotion of NBC-TV programs is slated to be as heavy as last year, when virtually all available time was devoted to it. The value of the network time, based on card rates, was estimated at $110 million. In addition NBC-TV affiliates devoted the equivalent of about $52 million in station time to the promotion of network shows.

NBC's move away from newspapers is not complete. It will continue to use newspapers for institutional advertising and this, if the past is any guide, may play up specific shows—though not in the "don't miss tonight" tradition of tune-in advertising.

Value Doubted ▪ NBC's decision to steer clear of tune-in ads in newspapers is based, according to network authorities, on a feeling that the value of such advertising is doubtful, to say the least. There have been indications that NBC may conduct a study of the effectiveness, lack of effectiveness shown by this type of promotion.

While NBC is cutting back on its use of newspapers, CBS-TV appears to be moving in the opposite direction. Officials at that network, which about a year ago curtailed its newspaper use by limiting it to the promotion of new shows, would not divulge plans for the coming season except to say that they would be using more newspaper advertising this year than last.

ABC-TV officials declined to discuss any phase of their plans.

Both CBS-TV and ABC-TV are expected, like NBC-TV, to put heavy emphasis on on-air promotion in addition to whatever print strategies they follow.

Outstanding Values in Broadcast Properties

Top-rated, highly successful fulltime facility in top 40 market. 29% down and balance in five years.

MIDWEST
$1,400,000

Absentee-owned daytimer in single-station market, badly needs owner-operator. $20,000 down and eight year payout.

MID-ATLANTIC
$100,000

Daytimer in one of most attractive small coastal markets. Now breaking even with good potential for aggressive owner-operator. $25,000 down and terms on balance.

FLORIDA-EAST COAST
$75,000

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CBS sales increase but profits drop

An increase in net sales but a decline in net consolidated income for the first six months of the year were reported last week by CBS Board Chairman William S. Paley and President Frank Stanton.

Net income totaled $9,409,332, down from $12,669,169 earned in the corresponding period last year. Earnings are equivalent to $1.09 a share compared with $1.47 per share (and adjusted for a stock dividend) a year ago. Net sales amounted to $240,767,745, up from $231,821,970 for the first six months in 1960.

The CBS board of directors Aug. 9 declared a cash dividend of 35 cents a share on common stock, payable Sept. 8 to stockholders of record at the close of business Aug. 25.

The decrease in earnings was attributed principally to increased costs, general business conditions, and the performance of CBS Electronics Div. It was explained the latter included losses and expenses related to the discontinuance June 30 of the manufacture of receiving tubes, and the losses estimated at about $4 million after applicable credits are being charged against retained earnings.

Fm outlets name Harris

The National Assn. of Fm Broadcasters has appointed Marion R. Harris, KGB-FM San Diego, chairman of a committee to study the FCC's proposed new rules for fm (BROADCASTING, July 3).

Serving with Mr. Harris are: Gary M. Gielow, KPEN (FM) San Francisco; T. Michell Hastings, WBCN (FM) Boston; John L. Humphreys, KXTR (FM) Shawnee Mission (Kan.); Jack Roth, KONO-FM San Antonio; Shirl Evans, WFBM-FM Indianapolis, and Harold Tanner, WDLM (FM) Detroit. Fred Rabell, KITT (FM) San Diego, NAFMB president, will serve on the committee *ex officio*.

NBC-TV gets piece of NFL coverage

NBC turned a CBS legal downfall into a potential sales windfall with announcement last week that it will televise regular-season games of two National Football League teams on Sundays this fall. The telecasts are made possible by the federal court decision last month which voided CBS-TV's "package" contract to carry the games of all NFL teams (BROADCASTING, July 24).

NBC's windfall consists of tv rights to home and away games of Baltimore and Pittsburgh on 14 Sundays from Sept. 17 through Dec. 17. The network also televised the games of the same teams last season. The football contests, to be selected on a week-to-week basis, will not be seen in the 14 NFL cities. The Ford Motor Co., through J. Walter Thompson Co., has bought one-quarter sponsorship of the games, and sales of the remaining time to cigarette, beer and oil advertisers is imminent.

The NFL is well on its way to implementing the provisions of its last season's tv contracts, with CBS-TV already committed to carrying at least 90 games of nine NFL teams this fall (AT DEADLINE, Aug. 7), and the Cleveland games to be carried by Sports Network with Carling Brewing Co. as sponsor. Still unaccounted for are Washington and the new Minnesota Vikings. Under last year's provisions, tv rights to the Washington games are held by the American Oil Co. and its games will probably wind-up on CBS-TV. Minnesota has been forced to negotiate as a new entity and its games will likely be carried by CBS, but for considerably less money than the team would have received under the now nullified league contract.

ABC-TV runs legal risk, signs for NCAA games

Ignoring possible legal torpedoes, ABC-TV proceeded full-speed last week, announcing it would televise 23 National Collegiate Athletic Assn. football games on 13 telecast dates starting Sept. 16. The proposed telecasts are part of the NCAA's two-year, $6 million "package" deal with the network.

The schedule of 13 telecasts, 12 on Saturday afternoons and one on Thanksgiving Day, will be sponsored by Gillette Safety Razor Co. (through Maxon Inc.), Humble Oil & Refining Co. (through McCann-Erickson Inc.), and the R. J. Reynolds Tobacco Co. (through William Esty Co.). The telecasts begin Sept 16 with the U. of Pittsburgh-U. of Miami game from Miami and close Dec. 2, with the Army-Navy game from Philadelphia. On five of the Saturday dates, three regional games will be presented, an increase of one regional date over last season's schedule.

Rams' football network

Formation of the 1961 Los Angeles Rams Radio Network, a tri-state hookup which will broadcast all games live, was announced by Bob Forward, director of programs at KMPC Los Angeles, key station of the special sports radio network. Other stations are: KMAP Bakersfield, KWTC Barstow, KROP Brawley, KXO El Centro, KSFE Needles, KCMJ Palm Springs, KPRL Paso Robles, KITO San Bernardino, KGB San Diego, KVEC San Luis Obispo, KIST Santa Barbara, KSMA Santa Maria, all California; KLAS Las Vegas, Nev.; KXIV Phoenix and KCUB Tucson, both Arizona.

Changing hands

ANNOUNCED ▪ *The following station sale was reported last week subject to FCC approval:*

▪ KBTV (TV) Denver: half-interest sold by Webb & Knapp (New York real estate firm) to John C. Mullins, owner of KBTR Denver (formerly KICN), for $2.4 million. KBTV is ch. 9. Mr. Mullins purchased the station in 1955 from a group of 16 Denver businessmen for $900,000. Webb & Knapp purchased 50% interest in 1956 for $850,000.

Newhouse buys second Portland newspaper

S. I. Newhouse, group publisher-broadcaster, has bought the *Portland* (Ore.) *Journal* for an estimated sum in excess of $8 million. This gives Mr. Newhouse ownership of both the morning *Portland Oregonian* and the afternoon *Journal*. The *Oregonian* holds a 50% interest in KOIN-AM-FM-TV Portland.

The transaction did not include KPOJ-AM-FM Portland, owned by the *Journal*. Submitted to the FCC last week was an application seeking commission approval to the transfer of control of KPOJ Inc., the licensee, from the Journal Publishing Co. to individual stockholders of the newspaper company.

Newhouse sources said the *Journal* would be continued as a separate publication; it has about 150,000 daily circulation. The *Oregonian* has a daily circulation of over 200,000.

Strong reports circulated, meanwhile, that the Newhouse interests are nego-

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The weather is fine now but how will it be in November . . . or earlier?

CALIFORNIA—a "sunny" full time radio station from both the standpoint of weather and profits. An excellent facility throwing off enough money to pay for itself, plus, during the course of this $175,000.00 term buy absentee-owned.

FLORIDA—good power, day time radio station, located in one of the most beautiful sectors of the state. Capable of paying way out on price of $240,000.00 with $40,000.00 down and balance at $2,000.00 monthly.

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DALLAS
Dewitt Landis
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Riverside 8-1175
Joe A. Oswald
New Orleans

SAN FRANCISCO
John F. Hardesty
Don Searle
111 Sutter St.
EXbrook 2-5671

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tiating for the purchase of the *Buffalo* (N.Y.) *Courier-Express* at a sum reported to be about $13 million. The Buffalo newspaper owns WEBR-AM-FM in that city.

Newhouse stations, in addition to those in Portland, include: WSYR-AM-FM-TV Syracuse, N. Y.; WAPI-AM-FM-TV Birmingham, Ala.; WPTA (TV) Harrisburg, Pa., and 22.71% of KTVI (TV) St. Louis, Mo. Mr. Newhouse owns newspapers in these cities and in others, plus controlling interests in Conde Nast Publications Inc. and Street & Smith Publications.

Transcontinent stock offered

Transcontinent Television Corp., through Carl M. Loeb, Rhoades & Co., and Bear, Stearns & Co., put a block of 400,000 Class B common shares of company stock on the market Thursday (Aug. 3), at $12.50 a share. The shares belonged to the present stockholders. The underwriters said that the issue was oversubscribed and that the stock was quoted at $12.50 bid, $13 asked.

The sellers were General Railway Signal Co., selling 200,000 shares out of 268,000 held, and J. D. Wrather, individually and through a corporation he controls, selling 200,000 shares, retaining 198,208 shares. For the fiscal year ended March 31, TTC reported gross operating revenues of $17,641,893 and net income after taxes of $1,329,814 (BROADCASTING, June 5).

EQUIPMENT & ENGINEERING

Short-wave system for trans-ocean tv?

TV ENGINEERS DOUBT DEUTSCH PLAN WILL WORK

Industry engineers discount the practibility of a trans-oceanic short-wave tv transmission system demonstrated last week by Dr. Sid Deutsch, associate professor of electrical engineering at Polytechnic Institute of Brooklyn.

Dr. Deutsch claimed his system would enable tv programs to be sent across oceans at a cost far below that of the projected world-wide communications satellite system. He admitted at a news conference Aug. 8 that the system's picture quality is poorer than conventional tv, but said it would be "acceptable" to viewers.

A network engineering executive (CBS) said, however, that the system would be impractical "for the reason of the tremendous shortage of overseas short-wave channels. Even to get a single channel at this narrow band width is a hopeless situation." He said there is "just too much interference and congestion" at the 45 mc band width on which Dr. Deutsch's system would operate.

The slow-scan system introduced by Dr. Deutsch requires an ordinary dual-channel tape recorder attached to a short-wave pickup. It utilizes 45,000 cycles per second in contrast to the 4 million-cycle signals used by conventional tv channels. A complete picture requires 1.6 seconds under Dr. Deutsch's system, while in conventional tv a complete picture is transmitted in one-thirtieth of a second.

As Frank Marx, ABC's vice president of engineering, explained, "In any slow-scan system you're trading time for band width." Nevertheless, Mr. Marx thought Dr. Deutsch's system "an interesting idea, if yet an untried one."

Blurs Rapid Motion ▪ Dr. Deutsch said rapid motion appears blurred on the screen with his system, but he thinks people will accept this image because in most tv programs there is not much action and the effect of blurring would be minimal.

At the Brooklyn demonstration last week, Dr. Deutsch used an adapted Sylvania closed circuit tv system. Reporters saw a rectangular picture filling about three-quarters of the tv screen. Definition was said to be fairly low and horizontal lines were prominent.

The professor said that the shortwave system was developed at the Brooklyn college for recording classroom lectures, and he proposed that most schools could use the system for taping of classroom and lab work because of the low cost.

William H. Trevarthen, vice president, NBC-TV operations, told BROADCASTING that he would withhold comment on the new system until he has seen a demonstration himself. He said Dr. Deutsch was being invited to hold a demonstration for NBC engineers, specifically to see how his system compares with the international slow-scan pictures transmitted by AT&T cable. NBC-TV can receive and send tv signals on the cable system, which was first introduced by the BBC nearly three years ago to link BBC with Canada.

Technical topics...

Color tv market ▪ Sears, Roebuck & Co., Chicago, plans to re-enter the color television set market sometime this fall, the company said last week. The set will be marketed under the Silvertone label. Sears declined to say when the new color line would be ready and indicated it was too early for details about price or technical specifications.

New equipment ▪ Newly developed conversion equipment for fm stereo broadcasting, manufactured by the Standard Electronics Div. of Dynamics Corp. of America, has been sold to KPEN (FM) San Francisco. The station, which received FCC "type-acceptance" certification on the equipment, began stereo broadcasting Aug. 10.

Joins parent ▪ The Westrex Recording Equipment Co., developers and manufacturers of sound recording equipment and systems, has moved to larger quarters at 335 North Maple Dr., Beverly Hills, adjoining its parent corporation, Litton Industries, Inc.

Stock split ▪ National Video Corp. will submit to its stockholders at the annual meeting Sept. 19 a plan for a two-for-one split of its common stock. Also announced was a quarterly dividend rate of 25 cents per share on class A holdings in Rico Electronics Inc., whose stock is beneficially held by National Video Corp. shareholders. This is a 2½-cent increase over previous dividends.

June set-making up from May, says EIA

Tv and radio set production moved upward during June with tv retail sales 24% over the previous month, the Electronic Industries Assn. reported last week.

Mid-year totals for sales in 1961 were 95% of sales in the first six months of 1960, EIA announced.

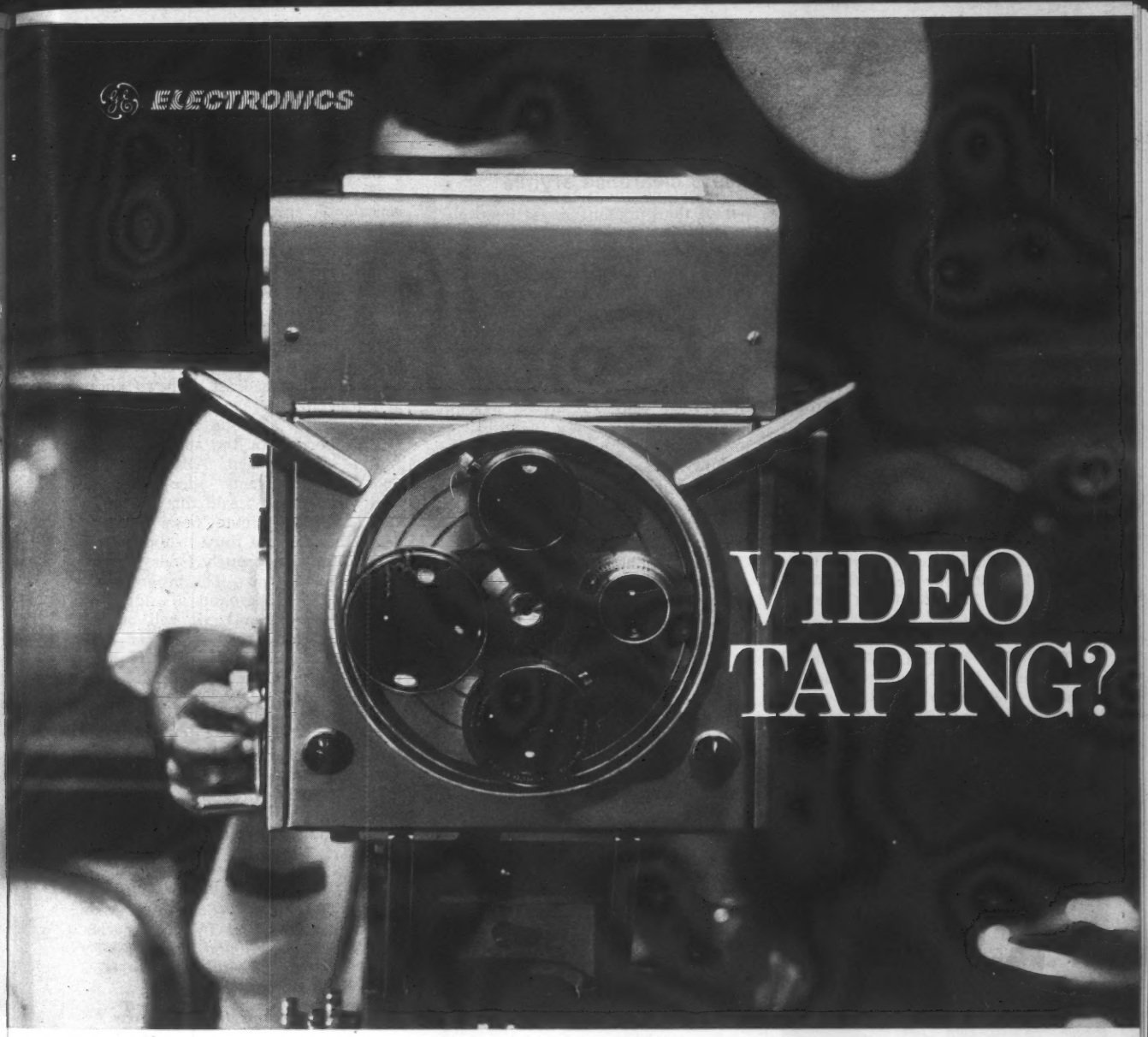
The cumulative production and radio figures:

PRODUCTION		
Period	**Tv**	**Radio**
Jan.-June 1961	2,801,136*	7,537,290**
Jan.-June 1960	2,963,044	8,524,520
SALES		
Period	**Tv**	**Radio**
Jan.-June 1961	2,639,184	4,390,180***
Jan.-June 1960	2,657,527	3,878,358

*Includes 147,832 tv receivers with uhf compared with 244,847 such sets in same period of 1960.

**Includes 2,381,791 auto radios and 356,595 fm radios, compared with 3,323,092 auto radios and 444,833 fm radios in same period in 1960.

***Does not include auto radios.



Get the high quality you require with the new General Electric GL-8093 Image Orthicon

GL-8093/ZL-7803—3-inch image orthicon specifically designed with video taping in mind. *This one has it!* High signal-to-noise ratio (peak-to-peak signal vs. [RMS] noise—min.: 38, av.: 50) and improved definition you need for critical video tape recording. Yet, it is competitively priced with standard camera tubes. Key to its high signal-to-noise ratio is an improved target-mesh assembly in the scanning section which improves your picture quality . . . provides sharp transition from black to white without white edges. This also improves flatness of field and corner resolution—helps prevent distortion.

The GL-8093 is especially recommended for critical video tape recording work, such as found in network centers and tape production centers. Its good definition and improved signal-to-noise ratio are important features where numerous copies are made from an original tape, as in many educational programs, and for those productions where you can't settle for less than top quality.

The GL-8093 will save you set-up time—reduce the need for compromise between sharpest focus and minimum background blemishes. It is interchangeable with the 5820, 5820A, 7293, 7293A and 7513. Try this new G-E image orthicon in your own cameras. You'll like the difference it makes in your video tape recording work.

For more information, call your General Electric tube distributor or write for descriptive literature, ETR-2801, to General Electric Company, Room 7246B, Owensboro, Ky.

From General Electric—a full line of 3" image orthicons for any TV broadcast application: GL-5820, GL-7293, GL-7629, GL-8092/ZL-7802, GL-8093/ZL-7803.

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ABC-TV GIVES UP ITS 'DISCOVERY'

Children's show, in Minow vein, meets clearance stymie

Discovery, ABC-TV's answer to FCC Chairman Newton Minow's demands for better children's programming, has turned out to be a mirage.

The network announced last week that the program, which was due to premiere on Oct. 2, had been cancelled because of insufficient station acceptance." It was to be an informational program for children and televised from 5 to 5:30 p.m., Mondays through Fridays. The period is outside network option time.

BROADCASTING learned that 72 of the network's 116 primary affiliates, including the five owned and operated stations, had cleared the program, but that eight key stations would not make the time available. Reportedly included among these stations were WKBW-TV Buffalo, N.Y., WEWS (TV) Cleveland, WNHC-TV New Haven, Conn., KMBC-TV Kansas City, Mo., and KETV (TV) Omaha, Neb.-Council Bluffs, Iowa. It was indicated that because of the network's failures to get enough clearances in major markets, several prospective advertisers pulled out of the program.

In justification of some of the clearance difficulties, authorities acknowledged that the program had been ordered "a little late"—that some stations already had committed the time to other advertisers and hence had no alternative but to reject the network offering.

Jules Power, of Jules Power Productions Inc., who was to be executive producer of *Discovery*, described the program's fate "as a perfect example of how a good program doesn't get on the air." He claimed that the show was already sold to A. C. Gilbert Co., New Haven, Conn., maker of games and toys; Blumenthal Bros. Chocolate Co., Philadelphia (on a regional basis); and to Milton Bradley Co., Springfield, Mass., another manufacturer of games and toys (conditional on certain station clearances). In addition, Mr. Power said, Quaker Oats Co., Chicago, had placed a verbal order for the program for its Life product.

Mr. Power said ABC should have kept *Discovery* on the air even on a sustaining basis. He felt the fourth quarter of the year is a tough time to sell "a new and far reaching" children's program in the 5 p.m. time slot, because game and toy advertisers are eager to get their Christmas and Thanksgiving messages across on tested cartoon shows.

The producer also said that if the program had "stayed alive" until the end of the year, picking up "awards and notice," it would have been "easy to sell" by the first of next year. He indicated that he would try to sell the show to another network.

ABC had been heralding the program since last May (its first announcement followed Mr. Minow's "vast wasteland" speech to the NAB convention in Washington, when he called for programs "to teach, to inform, to stretch and to develop the understanding of our children."). The network's latest publicity release covering the program described it as "a new concept in tv programming for children." A highlight of the show was to be a 10-minute daily broadcast of news stories and in-depth coverage of current events, all geared for a young audience.

This portion of the show, at least, was to be salvaged. ABC-TV News and Special Events Vice President James C. Hagerty, said that beginning Oct. 2, a 10-minute news program would be televised for a "young" audience Mondays through Fridays, from 4:50 p.m. to 5 p.m. The program will explore the background of stories as well as news events. It will employ young reportorial talent from the ABC news department, and also two college students—one from the Columbia School of Journalism, the other from the U. of Pennsylvania.

Giraud Chester, ABC-TV's vice president in charge of daytime programming, said an attempt would be made to sell the news program, and that he anticipated no difficulties in getting sufficient station clearances.

Film sales...

191 Looney Tunes (Seven Arts Associated): Sold to KHJ-TV Los Angeles; WMAL-TV Washington, D. C.; KYTV (TV) Springfield, Mo., and KBOI-TV Boise, Idaho. Now in 9 markets.

Post 50's Volume II (Seven Arts As-

PETER GUNN
114 HALF HOURS

Mr. Lucky
34 HALF HOURS

Yancy Derringer
34 HALF HOURS

WIRE SERVICE
39 ONE HOURS

Call for a screening

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TvQ's top ten for July by market size

Rank	Program	Total Audience TvQ*	Market Size: Over 2,000,000 TvQ*	500,000-2,000,000 TvQ*	50,000-499,999 TvQ*	Urban Less Than 50,000 TvQ*	Rural TvQ*
1	Bonanza (NBC)	53	43	47	62	58	57
2	Andy Griffith (CBS)	50	41	40	58	54	58
3	Flintstones (ABC)	46	52	43	45	46	42
3	Wagon Train (NBC)	46	43	39	50	54	49
5	Real McCoys (ABC)	44	33	42	44	46	54
5	Red Skelton (CBS)	44	44	36	44	51	45
7	My Three Sons (ABC)	43	47	36	41	43	45
8	Gunsmoke (CBS)	41	40	38	40	43	46
8	Route 66 (CBS)	41	31	33	45	50	47
10	Candid Camera (CBS)	40	38	42	45	37	39
10	Thriller (NBC)	40	43	36	45	42	37
10	Untouchables (ABC)	40	42	38	46	41	33

*Percentage of viewers familiar with a show who consider it "one of my favorites."

sociated): Sold to WHP-TV Harrisburg and WJAC-TV Johnstown, both Pennsylvania. Now sold in 34 markets.

Post 50's Volume I (Seven Arts Associated): Sold to KID-TV Idaho Falls, Idaho, and WSAZ-TV Huntington, W. Va. Now sold to 100 stations.

500 Feature Films (Screen Gems): Sold to WLWA (TV) Atlanta. Approximate cost was about $750,000.

Shirley Temple Festival (NTA): Sold to KOLO-TV Reno, Nev.; KROC-TV Rochester, Minn.; WLOS-TV Asheville, N. C.; KEZI-TV Eugene, Ore.; WSJV-TV South Bend, Ind.; WISC-TV Madison, Wis.; WHAS-TV Louisville, Ky.; KONO-TV San Antonio, Tex.; KERO-TV Bakersfield, Calif.; KELO-TV Sioux Falls, S. D., and WBAY-TV Green Bay, Wis. Now on 53 stations.

Bat Masterson (Ziv-UA): Sold to WTTG (TV) Washington, D. C.; WWL-TV New Orleans; WHDH-TV Boston; KPRC-TV Houston; WKY-TV Oklahoma City; KARK-TV Little Rock; WFLA-TV Tampa; KVAR(TV) Phoenix; KVOO-TV Tulsa; KOVR (TV) Stockton, Calif.; KVOS-TV Bellingham, Wash.; WBRE-TV Wilkes-Barre, and WHTN-TV Huntington, W. Va. Now in 41 markets.

Films of the 50's Vol. II (Seven Arts Associated): Sold to KWSP-TV Minneapolis, and WTMJ-TV Milwaukee. Now in 36 markets.

Ripcord (Ziv-UA): Sold to Luther Goggin Oldsmobile and Household Finance Co. for WAPI-TV Birmingham, Ala.; Fleetwood Coffee and Meadow Gold Dairies of Alabama for WAFG-TV Huntsville, Ala.; Kruger Jewelry Co. and El Matamoras Restaurant for KTBC-TV Austin, Tex.; Leatherwoods Dairy for WHIS-TV Bluefield, W. Va.; Standard Oil of Texas for KCBD-TV Lubbock, Tex.; KCTV (TV) San Angelo, and KROD-TV El Paso. Also sold to WMAZ-TV Macon, Ga.; KGUN-TV Tucson, Ariz.; and WJRT (TV) Flint, Mich.

Waterfront reruns (TV Marketeers Inc.): Sold to KFSV-TV Cape Girardeau, Mo.; KVAL-TV Eugene, Ore.; KTVR (TV) Denver; KTSM-TV El Paso; KOIN-TV Portland, Ore.; KPHO-TV Phoenix; KSL-TV Salt Lake City; KIRO-TV Seattle-Tacoma; KENS-TV San Antonio, Tex.; KBMT (TV) Beaumont, Tex.; XETV (TV) Tijuana-San Diego; WGAL-TV Lancaster; KVII (TV) Amarillo; WTTG (TV) Washington, and WNEW-TV New York. Now in 15 markets.

Films of the 50's Vol. I (Seven Arts Associated): Sold to WMAR-TV Baltimore.

Music in the Minow manner

PAMS Productions, Dallas, Tex., has announced availability on Aug. 23 of a new radio musical background package, "PAMS New Frontier," designed to "introduce and showcase such normally dry subjects as public affairs, religion, agriculture, education and local talent." It includes both instrumental and vocal treatments.

A novel feature of the package is division of the music into four categories of style and mood, each designated by a different color.

In addition to being designed to gain more total radio audience, the package is claimed to "build and maintain station identity without so-called 'program interruption' in conformance with New Frontier FCC ideals."

Also included in the package are customized instrumental and vocal station IDs.

Should there be fewer television awards?

MOVE WOULD INCREASE PRESTIGE OF THOSE REMAINING

A move which may lead to a reduction in the number of awards offered in television and radio—but greater prestige for those that remain—was authorized last Thursday by a group of awards-givers at a meeting sponsored by the Radio & Television Executives Society.

The meeting, held in New York, was attended by representatives of organizations which sponsor the Peabody, Emmy, Broadcast Pioneers, *Tv Guide* and Ohio State U. awards, among others. The group agreed to make a preliminary study of the radio-tv awards situation in search of "ways and means to increase the prestige and importance of awards given in recognition of unusual skills and achievements."

This was generally interpreted to mean that the consolidation of some awards may be encouraged.

The study was proposed by Matthew J. Culligan of Interpublic Inc., president of RTES, who initiated the meeting. RTES, which ended a four-year association with the Peabody awards last April, had planned to issue its own awards in the future, but deferred these plans 10 days ago (BROADCASTING, Aug. 7). At that time Mr. Culligan said RTES "would like to better the awards situation in the broadcast business."

Those present at last Thursday's meeting were Dr. Keith Tyler, Ohio State U; Dean John Drewry, administrator of the Peabody awards for the U. of Georgia; Robert Lewine of CBS films, president of the Academy of Television Arts & Sciences (Emmy awards), and Ben Grauer of NBC, academy vice president for New York, which makes local awards; Charles H. Tower of Corinthian Broadcasting Co., representing President Leroy Collins of NAB; Mary Walker, past president of the New York chapter of American Women in Radio & Television, representing Montez Tjaden of KWTV (TV) Oklahoma City, national president of AWRT, which is associated with *McCall's* Golden Mike Awards; Gordon Gray, WKTV (TV) Utica, N. Y., national president of Broadcast Pioneers; John F. White, president, National Educational Television & Radio Center; James Quirk, publisher of *Tv Guide*, and Charles Alicoate, publisher, *Radio-Television Daily*.

RTES representatives with Mr. Culligan were Sam Cook Digges of CBS Films, RTES vice president and awards committee chairman, and Claude Barrere, executive director.

Why WICE, Campbell-Ewald?

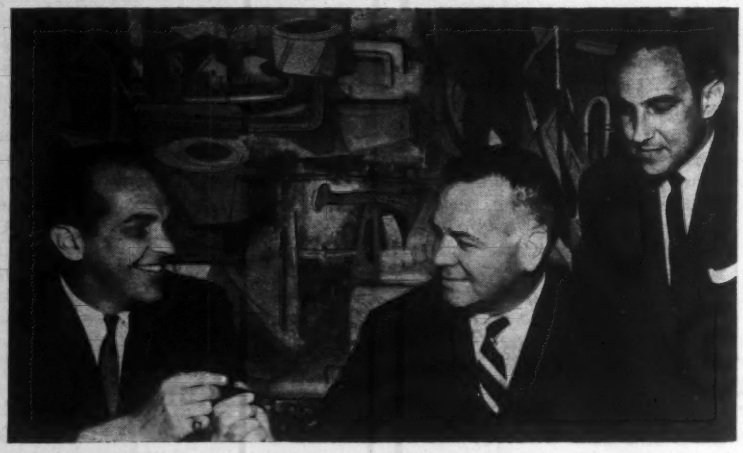
Cynics might suppose Campbell-Ewald airs its automobile commercials over WICE only because the agency's good client and WICE annually co-sponsor the Providence Soap Box Derby.

But not *smart* cynics.

Truth is, civic-minded WICE is a trusted public spokesman people listen to hard. People who buy cars, for example.

So, if you're buying Providence radio, buy it like the wise ones at Campbell-Ewald. Count heads and ears as well as noses. The smart money is on WICE.

wice
PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel



Ullman becomes radio's 'jingle king'

Richard H. Ullman Inc., major distributor of jingles and radio station program and production aids, has become exclusive sales representative of Commercial Recording Corp. of Dallas. CRC, which had handled its own sales, has produced such station identification jingle packages as "Sing Along," "The Sound of Good Music" and "Radio USA." (CLOSED CIRCUIT, Aug. 7).

RHU, a subsidiary of The Peter Frank Organization, is also distributor of "The Big Sound" and "Formatic Radio," produced by Stars International, another PFO division; IMN Jingles, Ev Wren Jingles and Target Jingles. Ullman also is sales representative of Spotmaster tape cartridge equipment. Ullman has opened a new sales office at 3200 Maple, Dallas, in addition to those in New York and Los Angeles.

Arrangement was announced by Peter Frank (left), president of RHU and PFO, and John C. Coyle (right), head of CRC as Marvin Kempner, executive vice president of Ullman, looks on. Mr. Coyle is also president of KVIL-AM-FM Dallas.

MCA ACQUISITION

'Jack Benny', 'Checkmate' plucked off in J&M Deal

Music Corp. of America reached agreement last week to acquire all the outstanding capital stock of J&M Productions Inc., a Los Angeles tv production company. MCA, through its Revue Productions Div., is already one of the busiest program producers on tv. Among other activities, the company also is the nation's largest talent agency, and through MCA-TV, a major tv program packager and distributor.

Last season, J&M productions, which is owned by Jack Benny, produced *Checkmate* and *The Jack Benny Show*, on CBS-TV. Both programs were filmed at MCA's Revue Production studios in Hollywood. MCA also is personal talent representative for Mr. Benny.

The addition of the *Jack Benny* and *Checkmate* programs to the MCA fold, brings to 10 the total number of shows the giant talent agency will produce or co-produce for tv next season. They are: *Wagon Train* (NBC), *Alfred Hitchcock Presents* (NBC), *Leave it to Beaver* (ABC), *G. E. Theatre* (CBS), *Laramie* (NBC), *Ichabod and Me* (CBS), *Tall Man* (NBC), and *Tales of Wells Fargo* (NBC). The agency also acts as selling agent for *My Three Sons* (ABC).

MCA said the agreement with J&M Productions calls for payment in common stock of an amount equal to about 1% of its common stock outstanding.

According to the latest figures taken from the New York Stock Exchange, the purchase price would total $2.5 million, since MCA's outstanding common shares amount to $63 a share asked.

Despite its costly acquisition, MCA was never in better financial condition. The company's semi-annual report released last week revealed that for the first six months ending June 30, 1961, unaudited net earning reached a record level, and was approximately 21% in excess of the 1960 first six months.

Earnings before taxes for this year's first six month period were $7,789,376, compared with $6,515,547 last year. Net income for the first two quarters of 1961 was $3,786,196, compared with $3,129,447 in the same six-month period in 1960.

Ziv-UA releases third show for fall

Ziv-UA released for sale last week a third tv series for near simultaneous fall starting dates. The announcement of *Everglades*, starring Ron Hayes as Everglades (Fla.) County Constable Lincoln Vail, was preceded by the release of *King of Diamonds* and *Ripcord*.

M. J. (Bud) Rifkin, Ziv-UA executive vice president in charge of sales, said last week that normally the company's syndicated productions are released for viewing at spaced intervals of two or three months, with occasionally a pair opening at the same time.

Program notes...

New production outfit ▪ Richard Gillaspy, NBC-TV producer-director announces the formation of a new tv packaging firm, Seven League Productions Inc., N. Y. *Miss 1962*, a tv-oriented beauty contest, is being prepared for weekly syndication and reportedly has been optioned by stations in seven major markets. SLP's headquarters are at 550 Fifth Ave.

Kangaroo court ▪ *Land We Love*, a 60-minute agricultural series presented by WJRT (TV) Flint, Mich., portrayed July 23 a mock trial with "farm safety" as the subject. Purpose of the program was promotion of Farm Safety Week which began the date of the telecast.

Joins series ▪ A third CBS-owned tv station, KMOX-TV St. Louis, following the lead of WBBM-TV Chicago and WCBS-TV New York, is now presenting a biweekly appraisal of newspapers and magazines. The *St. Louis* series is called *KMOX-TV Views the Press*, and is telecast every other Sunday, 12:30-12:45 p.m. CDT. In Chicago, a similar series was first seen in the spring of 1960 on WBBM-TV and another began in New York about six months ago.

Brown to tv ▪ Jim Brown of the Cleveland Browns, leading ground gainer in the National Football League and a member of Pepsi's marketing department since 1959, will star in a weekly radio series produced by Bob Carr of the Cleveland office of BBDO, Pepsi's agency. The five-minute recorded sports program is being offered for sponsorship to Pepsi-Cola bottlers for local stations.

New headquarters ▪ Wolper Productions, Hollywood, has moved to larger quarters at 8720 Sunset Blvd. The move is in anticipation of the expected tripling of the firm's 41-member staff within the following month.

A GROWING FOLLOWING FOR TV MOVIES

Pulse survey in N.Y. reports increase in two-year span

More people are watching more television movies according to a survey taken in the New York area by The Pulse Inc.

In an average week, the survey showed, 84% of New York's tv viewers watch a movie compared with 69% in 1958. New Yorkers, however, are not spending any more time watching movies than they did in 1958 with 62% spending the same amount of time and the remaining 38% equally divided between more and less watching.

Biggest reason for the rise, according to Laurence Roslow, associate director of The Pulse, is "better movies." Most people, he said, didn't care how old the picture is but they wanted to know what it's about and who the stars are.

The complete results of the survey:

VIEWING MOVIES IN PAST MONTH OR WEEK

Question: Have you watched any movies on television any time during the past four weeks or within the past week?

	Past Month %		Past Week %
Viewed movie	93.2	Viewed movie	83.6
Did not view movies	6.8	Did not view movies	16.4
Base for Percents	500 100.0	Base for Percents	466 100.0

TIME SPENT VIEWING MOVIES ON TV

Question: Would you say that you now spend more time watching movies on television than you did a year ago; less time or about the same amount of time?

	%
More time	19.1
Less time	19.1
Same time	61.8
Base for Percents	466 100.0

REASONS FOR CHANGE IN HABITS

Question: (If "more time" or "less time," ask:) Why?

	More Time Spent Viewing %		Less Time Spent Viewing %
Better movies	42.7	View tv less	40.4
Watch tv more	14.6	Too many repeats	12.4
Color tv	1.1	Better tv programming	10.1
At home more	25.8	Films are not good	16.9
Misc. reasons	7.9	Too many commercials	1.1
No particular reason	7.9	Misc. reasons	10.1
		No particular reason	9.0
Base for Percents	89 100.0	Base for Percents	89 100.0

REASONS FOR SELECTING PARTICULAR MOVIES

Question: (If respondent checks in advance, ask the following:) Please rank these items in order of importance to you in making a decision to watch a particular movie.

	Who Plays in Movie %	What Movie is About %	Year Movie was Released %	What you Heard about Movie %
1	38.6	50.1	3.8	7.5
2	36.5	33.1	9.4	16.8
3	17.6	13.1	24.9	38.7
4	4.3	2.4	51.5	33.3
No Choice	3.0	1.3	10.4	3.7
Base for Percents	375 100.0	375 100.0	375 100.0	375 100.0

AWARENESS OF TERM 'POST-1948'

Question: When it comes to movies on television, do you know what the term "post-1948" means?

	%
Yes	54.0
No	46.0
Base for Percents	466 100.0

EXPLANATION OF TERM 'POST-1948'

Question: If "yes," explain?

	%
Movie made after 1948	66.6
Movie made before 1948	23.0
Movie made in 1948	5.2
No explanation	5.2
Base for Percents	252 100.0

COMPARISON OF TV MOVIES WITH GENERAL TV PROGRAMMING

Question: I'd like to know how movies on television compare with other types of television programs you watch. In general, would you say that the moves you watch on television are usually more enjoyable, less enjoyable or about the same as other television programs you tune to?

Movies are:	%
More enjoyable	33.9
Less enjoyable	16.1
Same	50.0
Base for Percents	466 100.0

SELECTION METHOD OF VIEWING MOVIES

Question: When it comes to watching movies on television, do you turn to a certain movie program without paying particular attention to the movie being shown that day or do you check in advance as to the movie on the program?

	%
Check in advance	80.5
Pay no attention	19.5
Base for Percents	466 100.0

Kaltenborn award

H. V. Kaltenborn, radio commentator, has donated $500 as an added incentive to radio writers and producers from 34 colleges competing in the year long "National Radio Contest in Work for the Blind." The Kaltenborn Award will be presented to the writer of the best half-hour radio program dealing with problems and potentials of the blind. The American Foundation for the Blind, contest sponsor, will present 12 additional prizes of $200 each to the runners-up.

New chapter

The executive board of the Screen Directors International Guild has issued a charter to the Florida Directors Organizing Committee, in answer to a request fro ma group of SDIG members representing directors active in filmed tv dramas, spot commercials and theatrical features. The organizing group has 12 members, with some 20 more slated to join the Florida branch.

Embassy, Filmways plan feature-pilots

Embassy Pictures Corp. and Filmways Co., both New York, together will produce two motion pictures which will also serve as pilots for projected network tv series. One of the films will be based on the exploits of Hercules, demigod of Greak mythology known for his strength. Two previous movies about Hercules have already reaped approximately $25 million in theatre box office receipts for Joseph E. Levine's Embassy Pictures.

Mr. Levine and Martin Ransohoff, president of Filmways, have announced that shooting will start this fall in Europe on both films. They said a worldwide search is underway to find an actor to play Hercules, while Rory Calhoun has already been signed to star in the other film, entitled "Capri." Mr. Calhoun's Calvic Corp. will coproduce "Capri" with Embassy and Filmways. John Calley, recently appointed vice president of Filmways, was named producer of the "Hercules" venture.

"Hercules" and "Capri" will be released theatrically in the world market prior to the distribution of the tv series. Mr. Ransohoff said the two adventure series would each be an hour long, but that the pilots would be 72 minutes in length and would be used to kick off the series as 90-minute introductory shows if and when the series are set for a network run. Negotiations with all tv networks are underway.

The new venture is Mr. Levine's first tv entry. Filmways has produced tv shows and commercials about 10 years.

Project III Enterprises schedules two pilots

Project III Enterprises, independent packager, which two months ago agreed to create and produce six tv series for MGM-TV (BROADCASTING, June 19), has announced pilots of its first two series will be filmed in October.

The series are *All That Jazz*, a situation comedy, and *The House of 7*, a drama-action show. The latter is to be produced in association with the Phil Silvers-owned Tranan Productions. Both are hour-long and targeted for the 1962-63 season. In addition Project III is developing a third hour-long series called *Jeopardy*, an anthology based on stories by noted authors.

Project III Enterprises is headed by motion picture director Blake Edwards, and by two former Music Corp. of America executives, Freddie Fields and David Begleman.

GAC to produce 'Miss Teenage' for tv

General Artists Corp., which last month reactivated GAC-TV as an entry in the tv packaging field (BROADCASTING, July 31), has contracted to produce the *Miss Teenage America* pageant for network tv presentation on Oct. 19. Contest officials say that time period, network and sponsor for the special program are still being negotiated, but indicate the finals of the pageant will be sponsored by a major cosmetic firm in an hour-long, prime-time telecast originating from the Texas State Fair in Dallas.

This is the first year the contest is being held. Its purpose is to select a teenage girl—between 13 and 17 years of age—who personifies the "wholesome" and "vital" qualities of American youth (and without judging in bathing suits). The contest begins in August on the local and regional level, with the winner of the national finals sharing in $100,000 worth of prizes and a four-year college scholarship.

According to a spokesman for the Miss Teenage company the local contests, to determine "Miss Hometown Teenager," as well as the finals from Dallas, will be sponsored by regional advertisers in some 100 radio markets throughout the U. S. Reportedly several major department stores are included among the regional advertisers. They are Snellenburg on WIP Philadelphia, Shillito's on WCPO Cincinnati, Richards on WFUN, Miami, Maurice Cohen on WCAO Baltimore, and Halley's on WHK Cleveland.

The radio broadcasts of the local contests start today (Monday). GAC will not be associated with the radio broadcasts.

Miss Teenage America Inc. is a newly formed company with offices at Southland Center, Dallas, Tex., and 97 Lexington Ave., New York.

Landau gets O'Neill rights

Ely A. Landau, former board chairman of National Telefilm Assoc., New York, has formed a new company which has been granted a series of options on television and motion picture rights to all dramatic properties of Eugene O'Neill controlled by the playwright's widow, Mrs. Carlotta Monterey O'Neill. Mr. Landau said his initial projects will be in the motion picture field, but he hopes to become active in tv as soon as his film plans are developed more fully.

ORBIT

Here are the next 10 days of network color shows (all times are EDT).

Aug. 14-18, 21-23 (10:30-11 a.m.) **Play Your Hunch,** part.

Aug. 14-18, 21-23 (11-11:30 a.m.) **The Price Is Right,** part.

Aug. 14-18, 21-23 (12:30-12:55 p.m.) **It Could Be You,** part.

Aug. 14-18, 21-23 (2-2:30 p.m.) **The Jan Murray Show,** part.

Aug. 14-18, 21-23 (11:15- p.m.-1 a.m.) **The Jack Paar Show,** part.

Aug. 14, 21 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Aug. 16, 23 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

Aug. 16, 23 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Aug. 17 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

Aug. 18 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

Aug. 19 (9:30-10 a.m.) **Pip The Piper,** General Mills through Dancer-Fitzgerald-Sample.

Aug. 19 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Aug. 19 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Aug. 19 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Aug. 20 (6-6:30 p.m.) **Meet the Press,** co-op.

Aug. 20 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

Aug. 20 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

STOP

Don't buy a chronograph or timer until you can select the one best suited to your individual requirements. There are hundreds of varieties, each with a combination of functions to meet specific needs. To be sure you make the right choice — write for our free catalog and name of nearest Racine Jeweler.

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Headquarters for the finest timers and chronographs since 1890. Featuring Gallet, Gaico, Security, Guinand.

NIGERIAN URGES BETTER U.S. FILMS

Warns some current imports are undermining our image

Nigerian television viewers have a crime-and-cowboy image of the U. S., according to a report last week on Africa's first tv station, WNTV in Western Nigeria.

Nigerian Minister of Education Chief Emanuel A. A. Fadayiro, who will be in New York until Aug. 17 to inspect radio and tv facilities as part of his current State Dept.-sponsored U. S. tour, expressed his country's need for programs that would not only "correct" Nigerian thinking about America, but which also would help to speed "economic development, political unity and educational enlightenment."

Chief Fadayiro explained at a news conference last week that Western Nigeria in 1959 "invested a large amount of scarce capital" to establish WNTV in Ibadan, Western Nigeria. Its three transmitters cover an area of 4,000 square miles with a population of 3 million, including the federal capital of Lagos. The commercial outlet's six hours of programs daily are viewed on approximately 10,000 sets, but the Nigerian official pointed out that each set has an average viewership of 20-35 persons.

"The greatest weakness in our programming at this stage is a lack of good material," Chief Fadayiro charged, criticizing U. S. programs in particular. He said: "Our production funds are limited, and our programming depends largely on antiquated and inferior American filmed shows. Nigerians are learning a great deal today about crime and cowboys. That, unfortunately, is our image of America."

The minister expressed the hope that responsible foreign governments would give some thought to including good broadcast material along with capital grants to underdeveloped countries. He said that in his country's broadcast media particularly, where set ownership is limited largely among the political and economic leaders, the broadcast message has an influence far out of proportion to the actual number of sets.

Shows Seen ▪ Among the U. S. shows carried by WNTV: *Blue Angels, Loretta Young, Sgt. Preston, People Are Funny, Medic, 77 Sunset Strip, Laramie, President Kennedy's Press Conference, Liberace, Tombstone Territory, Topper, My Hero, Fibber McGee* and wrestling.

The station's program commercials, with rare exceptions, are all in English (the accepted language in Nigeria), Chief Fadayiro stated. A 60-second spot costs $33.60 and sponsorship of one-hour costs $134.40.

WNTV's advertisers include: Air France, Guiness Export, Lux, Willys Jeep, Pepsi-Cola, Kent cigarettes, Beech Nut baby food, Necchi sewing machines, Ajax, Bendix washing machines, Norge refrigerators, Pontiac, Ford, and Hoover vacuum cleaners. None of the station's newscasts is sponsored as a matter of policy.

Comparing Africa's programming functions with the U. S., Chief Fadayiro said that while U. S. radio and tv are mainly intended to uplift and amuse, the "big job in Africa is to instruct our people in such basics as health, sanitation and nutrition. We don't really need Pagliacci when they are dying of pellagra."

Turnabout

CHFI-FM Toronto, will request permission to build a 50-kw daytime am radio station at Toronto when the Board of Broadcast Governors meets Aug. 22 at Ottawa, according to CHFI-FM board chairman E. S. Rogers. He said CHFI-FM hopes to use the am station to promote its fm programs. CHFI-FM would carry the same programs on its am affiliate. CHFI-FM recently received a power boost to 200 kw. The station unsuccessfully opposed CFRB-FM Toronto's applications to program separately from its am affiliate and for a power increase to 200 kw. Toronto am stations are expected to oppose the application for an am license by the city's sole fm-only station.

Third German tv hookup not expected till 1964

A third tv network will not be available in West Germany before 1964, the Bonn Government announced. The Third Network will operate in the uhf band and it will be used by regional public-institution broadcasting organizations to be supervised by local (Laender) governments.

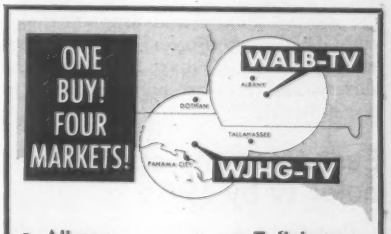
The delay stems from a shortage in manufacturing capacity in West Germany. The German Postal Ministry is currently trying to complete its first network of 82 transmitters in the vhf and uhf bands, covering 99% of the German population. This network will be completed, according to current plans, by 1962.

To get an early start for the Third Network the German Ministry plans to slow down construction of the Second Network. The latter is already on the air on a regular basis in uhf bands. It is operated by existing local broadcasting organizations. Uhf transmitters "saved" from the slowdown of the Second Network will be hooked up to the nucleus of the Third Network. Political problems are involved in the introduction of the Second and the Third Networks and delays may come, partly, from this angle.

ABC, Japanese tv reach agreement

An agreement providing for closer television broadcasting ties between the U. S. and Japan is expected to be announced formally this week by Donald W. Coyle, president of ABC International Television Inc., Hiroshi Okawa, president of Nippon Educational Television Co. of Tokyo and Shinzo Takahashi, president of Mainichi Broadcasting Co. Ltd. of Osaka.

ABC International's agreement with



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WJHG-TV Ch. 7 Panama City, Fla.

GRAY TELEVISION, INC.

Raymond E. Carow, General Manager

Represented nationally by Venard, Rintoul, McConnell, Inc. In the South by James S. Ayers Company.

the Japanese tv interests calls for exchange of technical and production information, programming administrative procedures and possible use of each other's facilities in program production.

In the U. S., ABC International will act as sales representative for NET and Mainichi, as well as program purchasing agent.

Under the terms of the agreement, ABC has purchased a minority stock interest in NET and Mainichi.

Morris Agency absorbs John Mather in Europe

The William Morris Agency, Hollywood, last week announced a major expansion of its global operations with the acquisition of the John Mather Organisation, talent representative in Continental Europe. Mr. Mather will continue to head the European operation to be called the William Morris Organisation. He will headquarter in Rome and will supervise the firm's two other offices in Paris and Madrid.

The absorption of Mather marks the first time William Morris will operate its own offices outside the U. S. Previously the firm has worked through affiliated talent management agencies in other countries.

William Morris operations in England will not be affected by the new firm. Christopher Mann Ltd. will continue to operate for Morris clients in the motion picture and dramatic fields with The Harry Foster Agency representing Morris- managed talent in the variety and musical comedy fields in Great Britain.

East Germany expects color tv by 1965

East Germany (German Democratic Republic) will have color television by 1965, according to Dr. Neidhardt, an East Berlin scientist active in research and development of color tv equipment for the East German broadcasting organization.

Starting in 1965, it's planned to broadcast a one-hour color program from East Berlin on a regular daily basis. East German color television research and development work is now concentrating upon experimental instruments, tubes and components.

A color generator reportedly has been developed in East Berlin as well as a 43-cm (17-inch) color television picture tube using the American shadow-mask principle. Prototypes of a 43-cm rectangular color tv tube will be produced on a regular basis but in rather small quantities in East Berlin, by 1962. A 53-cm rectangular color television picture tube (21-inch) is now under development and will be available to East German set manufacturers by next year. A prototype for experimental purposes is planned for this year.

East German reports are showing for the first time that extensive research and development work in the color tv field is done in East Germany. Similar activities are known to be in progress in West Germany but no definite dates for the start of broadcasting or set production have yet been revealed. East German color tv activities are believed to be curbed by several bottlenecks in the tubes and components fields, according to West German observers. They think that the East German government plans to arrange for a "color tv race" between East and West Germany and that prestige angles are involved in the color tv problem now. No immediate effects upon tv set production (black-and-white) in East and in West Germany are expected for the next few years. But there may be some early surprise announcements about further German color tv plans, according to German observers.

Soviet tv set figures

Soviet television set production last year totaled 500,000 units, according to West German reports. The number of registered television sets in operation was reported as 4.2 million. The Soviet television relay network has been adding more relay transmitter stations. The relay line connecting Moscow and Riga (Baltic) has been completed and program exchanges between the two television centers are already in full swing, the report said.

Rise seen in Canada ad sales

Canadian advertising spending will increase during the last half of 1961, according to a cross-Canada survey by *Marketing* magazine, a Toronto weekly in the sales and advertising field. *Marketing* reported that the majority of Canadian agencies say budget increases run 8-10% over the last half of 1960.

The role of radio-tv in Communist Russia

Television and radio have been assigned influential roles in Russia's new program for communist advances in the next two decades. The 183-page, 50,000-word draft program of the Soviet Communist Party, made public a fortnight ago, says "the largest facilities"—radio, television and motion pictures—"will be widely used in schools" as part of a system of "high-standard instruction and education of the rising generation." Radio and tv, along with press and cinema, also are characteristic as having "an important part" in "the molding of the new man" of Russian communism, according to the program.

The wide-ranging document reports that "all means of communication . . . will be further developed" in the coming years; that "all regions of the country will have reliable telephone and radio communications and a link-up system of television stations," and that "the country-wide radio diffusion network will be completed [and] television stations covering all industrial and agricultural areas will be built."

British tv ad tax increased to 11%

Britain's Chancellor of the Exchequer Selwyn Lloyd has announced that the tax on tv advertising will be increased by 10%, bringing the over-all tax to 11%, as a part of the United Kingdom's emergency financial measures.

A comment from the British Institute of Practitioners in Advertising was "The increase means an additional deadweight on the cost of distribution, and as such is still of a burden."

An Advertising Assn. spokesman said, "The most that can be hoped for is that the chancellor will reconsider the tv tax after the Pilkington Committee Report."

Abroad in brief...

Pay-television ▪ Canada's newest community will have pay-television in October. A mining town is now under construction at Thompson, Manitoba, 200 miles northeast of Flin Flon, Man., inaccessible at present by road. The population of this nickel mining town will be around 8,000. Canadian General Electric Co. Ltd., Toronto, Ont., is supplying the closed circuit pay-tv system with two vidicon cameras, two film projectors, a slide projector, tape recorders, sync generators and switches. This will permit the station to transmit its own live programs and locally-produced film shows. Operator of the system is Canadian Engineering Surveys Ltd., Edmonton, Alta., which will provide 8 hours daily of tv entertainment on one channel and continuous music on another. All receivers will be connected in this new town by a cable system.

Rep added ▪ CHVC Niagara Falls, Ont., has appointed Alex Bedard & Co. Ltd., as its Toronto, Ont., representative, with the Montreal office of Lorrie Potts & Co., continuing representation in that city.

BROADCAST ADVERTISING

Duane C. Bogie, account supervisor on Hallmark Cards, appointed vp of Foote, Cone & Belding, Chicago. Group supervisors **John E. O'Toole, John B. Rand** and **Donald B. Williams** were also named vp's.

Cherie Lee, associate creative director of Chicago office of McCann-Erickson, appointed vp. Before joining agency three years ago, Miss Lee was senior copywriter at Earle Ludgin & Co.

Edward Tabibian, marketing director, Frank B. Sawdon, New York, advertising agency, elected vp in charge of marketing and merchandising.

Paul Slater, manager, creative department, Compton Adv., New York, elected vp.

Jimmy Sarno promoted to post of vp at McFadden & Assoc., Hollywood pr firm.

Mr. Robinson

William S. Robinson, vp Leo Burnett Co., Chicago, appointed national account supervisor on $15 million Jos. Schlitz Brewing Co. account that moved to agency earlier this year from J. Walter Thompson Co. **Charles W. Packer** named regional account supervisor and **James A. DeTarr** will be account executive on Schlitz. All three have been with Burnett for many years. Agency also announced three additions to its Schlitz account executive staff: **Robert McGinley,** formerly with Gardner Adv.; **James Wynn,** formerly with Knox Reeves Adv., and **Earl Albright,** formerly with G. Heilman Brewing Co.

Donald E. Gehring, vp in charge of client services for Donahue & Coe, Los Angeles, promoted to general manager, succeeding **Richard C. Moses,** resigned.

R. Jordan Davis, formerly director of research for Center for Research in Marketing, Peekskill, N. Y., to Creative Research Assoc., Chicago, as vp in charge of operations.

Thomas C. Butcher, formerly president and partner, Brown & Butcher Adv., New York, rejoins Lennen & Newell, that city, as senior vp and coordinator on Colgate-Palmolive account. From 1953 to 1958 Mr. Butcher was executive vp, Lennen & Newell.

David R. Hull, executive vp of Hoffman Electronics, Los Angeles, elected associate of Boyden Assoc., New York executive placement firm.

Robert Edwards joins Boland Assoc., San Francisco advertising and sales promotion firm, as copy-contact executive serving technical accounts.

Robert C. Marley, vp and secretary of Aubrey, Finlay, Marley & Hodgson, Chicago, retires after 50 years in communications field. He had been with agency 21 years.

Lyle Blahna, director of marketing, research, and merchandising departments, MacManus, John & Adams, Bloomfield Hills, Mich., additionally named head of media department.

Edward J. Fredericks, formerly marketing director, Simoniz Co., Chicago, named to newly-created post of director of marketing, Lestoil Products, Holyoke, Mass.

Dan Sullivan, account supervisor, Doyle Dane Bernbach, Chicago, named manager of office.

Leonard Keennon, formerly tv art director, Kenyon & Eckhardt, New York, joins Fuller & Smith & Ross in same capacity. **Francis P. Delaney,** formerly business manager, radio-tv program department, Lennen & Newell, that city, named F&S&R media buyer, **Ben Sussman,** west coast art and advertising man and former principal of Sussman, Jordan & Polachek, joins Los Angeles office of F&S&R. **Charles Cassidy,** formerly of creative department, Compton Adv., New York, named copy supervisor, Fuller & Smith & Ross, that city.

George Chatfield, senior vp, Benton & Bowles, New York, named to committee on advertiser relations, American Assn. of Adv. Agencies. **Neville Bayless,** president, Bayless-Kerr Co., Cleveland, appointed to committee of improving advertising, and **Carl W. Nichols,** president, Cunningham & Walsh, New York, named to committee on government, public and educator relations.

Larry Larson joins Fallon, Brangham & Brewer agency, Hollywood as account executive.

James F. Thurman, formerly advertising brand manager, Max Factor & Co., joins Kenyon & Eckhardt, Los Angeles, as account executive.

Hershel D. Sinay appointed assistant account executive for McNaughton-Laub, Los Angeles advertising agency. Mr. Sinay was advertising and production assistant for Carson-Roberts agency and did production work for KHJ-TV Los Angeles.

Samuel Leddy, media group supervisor, Lambert & Feasley, New York, named associate media director on Warner-Lambert products.

Richard Weiner, art director with Leo Burnett Co., Chicago, since 1954, promoted to art supervisor.

Louis Hallenstein, formerly with Reach, McClinton & Co., Chicago, joins copywriting staff of Olian & Bronner there.

Terry M. Falgiatore, radio-tv and print media buyer for Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, joins radio-tv department of Wermen & Schorr, that city.

THE MEDIA

E. R. Peterson, senior vp of Keystone Broadcasting System and veteran in broadcast field for three decades, has returned to his Chicago office after several months absence because of illness.

Ed Tabor, general manager of KBAK-TV Bakersfield, Calif., appointed general manager of KLRJ-TV Henderson, Nev.

Philip A. Roewe resigns as manager of KITI Chehalis-Centralia, Wash., to devote all his time to expanding his theater business in Chehalis-Centralia area. **Calvin H. Mann,** manager of KVOS Bellingham, Wash., appointed advertising manager of KITN Olympia and KITI Chehalis-Centralia, both Washington.

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Arthur E. Jost, formerly regional manager, Radio Advertising Bureau, New York, succeeds **Edward A. Whitney Jr.** as vp and general manager of WKNY Kingston, N. Y.

Jack McCormack, sales manager of WLIZ Lake Worth, Fla., appointed station manager. He replaces **Cecil Scaife** who resigned.

Robert E. Bailey, account executive for Storer Television Sales, appointed national sales manager of WSPD-TV, Storer station in Toledo, Ohio.

Lee K. Radner joins KORL Honolulu as producer and pr director. Mr. Radner comes from promotion department of Hawaii Islanders baseball team.

Bill Lang, formerly news director of WKIP Poughkeepsie, N. Y., resigns to join Wappingers Falls, N. Y., *Chronicle* as managing editor.

Mahlon C. Gaumer Jr., joins KPHO Phoenix, Ariz., sales staff.

Ken Mack, news editor of WTVN Columbus, Ohio, promoted to position of news director.

Philip F. O'Brien elected to board of directors of Big Signal Radio Broadcasting Co., owner and operator of KXLW Clayton, Mo. Mr. O'Brien was also appointed assistant secretary-treasurer.

GAB officers chosen at meeting

New officers and board members of Georgia Assn. of Broadcasters were elected at GAB meeting August 6-8 at St. Simons Island, Ga. Pictured above are (l to r): Front row, **Hugh Tollison,** WGIG Brunswick, vp, radio; **H. Randolph Holder,** WGAU Athens, president; **Esther Pruett,** WTOC Savannah, board member; **George Patton,** WBML Macon, retiring president; **Roscoe Ledford,** WVOP Vidalia, board member; **Charles Doss,** WROM Rome, board member. Back row, **John Foster,** WCON Cornelia, board member; **Charles Smith,** WDEC Americus, treasurer; **Ray Carow,** WALB-TV Albany, board member; **Marcus Bartlett,** WSB-TV Atlanta, vp, tv; **Frank Ragsdale,** WTVM (TV) Columbus, board member; **Grady Cooper,** WJJC Commerce, board member; **Bill Heule,** WSFT Thomaston, board member. **Jack Williams,** not pictured, is permanent executive secretary of association.

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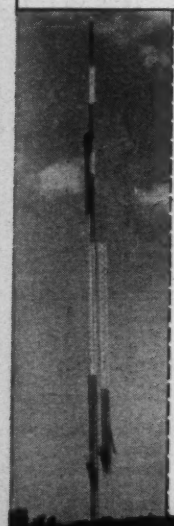

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Victor Williams, in charge of merchandising department of WIL St. Louis since 1959 and formerly sales manager of KWK St. Louis, promoted to director of sales and marketing at WIL. **Ruth N. Just,** promotion assistant at WIL for past year, named director of promotion.

Thomas G. Pears appointed sales manager of KLFY-TV Lafayette, La.

William C. Dempsey, general manager and director, WQED (TV) and WQEX (TV) Pittsburgh educational stations, resigns to become part owner and general manager of West Michigan Telecasters, applicants for tv-fm outlets in Grand Rapids-Muskegon.

Willard Butler, former account executive for WJW Cleveland, has joined sales staff of KMLA (FM) Los Angeles.

Shirley Fell, formerly with Lawrence C. Gumbinner Adv. agency and Norman, Craig & Kummel, New York, has been named business manager of KHJ Los Angeles.

Bob Hoyle, manager of WPNF Brevard, N. C., appointed manager of WSPA-FM Spartanburg, S. C.

Howard P. Mendel, sales manager of WIST Charlotte, N. C., appointed assistant manager of WWOK, that city.

Robert Hoffman, director, marketing and research, Television Advertising Representatives, New York, elected vp, marketing and research.

Dean McLain joins KIOA Des Moines, Iowa, as news director. **Larry Fisher,** program director for WKMH Dearborn, Mich., joins KIOA in similar capacity. **Mike Carter** appointed farm service director and **Don Bell** named air personality.

Peter Wells, formerly associated with Hartford and Washington bureaus of Associated Press, joins WICC Bridgeport, Conn., as night news editor.

Tommy Harper rejoins WPDQ Jacksonville, Fla., as air personality. He had been affiliated with station several years ago and was out of radio for past year prior to his return.

William E. Daley and **Bob Junkert** join sports staff of WCCO Minneapolis, Minn.

Thomas J. Kelly, sports director of WMBD-AM-TV Peoria, Ill., joins sportscasting staff of KNX Los Angeles.

Morris Sher, business manager and legal counsel, WMGM New York, resigns to enter private law practice.

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John J. Lee, account executive with WJDA Quincy, joins WPLM Plymouth, both Massachusetts, as general sales manager.

Shel Van Dolen, formerly with Blair TV Assoc., New York, appointed assistant sales manager, Forjoe-TV and Forjoe & Co., that city.

Mr. Boorom

Warren J. Boorom, director of advertising and promotion for Metropolitan Broadcasting division of Metromedia Inc., resigns to join Washington office of Hamilton-Landis, media brokerage firm, effective Sept. 15. Prior to joining Metromedia, he spent six years with Radio Advertising Bureau where he was vp in charge of member service department.

John R. Stonecypher and **Allen Kornish** appointed account executives at WARM Scranton, Pa. Mr. Stonecypher was formerly assistant zone manager with Top Value Enterprises of Dayton, Ohio. Mr. Kornish has recently been with WGBI Scranton and WCMB Harrisburg.

Charles R. Estlick, account executive for WANE-TV Fort Wayne, Ind., joins KXTV (TV) Sacramento, Calif. in similar capacity.

Ben Caine and **Don Dehon** join KQEO Albuquerque, N. M., as account executives.

James Stevenson, national sales service representative at WBBM-TV Chicago, promoted to account executive.

Ronald L. Knuth, formerly with *Life* magazine, joins WTCN-TV Minneapolis as account executive.

James E. Gearhart, program director of WHYE Roanoke, Va., appointed operations manager. In other changes: **Warren Buford** named news and public affairs director, **Richard S. Brooks,** local sales supervisor; **William R. Mecom** chief engineer and air personality, **Bob Christian** as air personality.

John Foland, continuity director of WFBM-AM-FM-TV Indianapolis, Ind., appointed special projects director for stations.

Arnold Schorr appointed program and production manager of KHJ Los Angeles.

George Greaves, station manager of KXTV (TV) Sacramento, Calif., named director of public affairs programming for KTVU (TV) Oakland-San Francisco. Mr. Greaves will head new programming unit assuming duties formerly divided among previously established departments.

Charles A. La Mason, assistant director of promotion for WBAL Baltimore, appointed director of advertising and promotion. In addition to these new duties, he will also serve as assistant director of public service. **Thomas H. O'Connor,** radio program director for WBAL, also named to direct public service activities of WBAL-AM-FM.

Al Radka appointed production coordinator of KFRE Fresno, Calif. Mr. Radka, who has been employed by station since 1947, will be responsible for coordination of all broadcast activities.

Bill Adams, member of staff of KOMA Oklahoma City, named program director of that station. He replaces **Phil Nolan** who has assumed similar duties with WDGY Minneapolis.

James G. Harris, account executive, tv sales department, WGAN-TV Portland, Me., named assistant program director. (Eugene W. Wilkin, who is general manager of WGAN-TV, was erroneously reported as assuming that post in the Aug. 7 issue of BROADCASTING.)

Mr. Welch

Mr. O'Neil

Neal B. Welch, general manager of WSBT-AM-TV South Bend, Ind., retires. Following long career in newspaper business, he joined WSBT as promotion manager in 1942, was made commercial manager in 1946 and general manager in 1952. He will be succeeded by **Arthur R. O'Neil,** member of station's engineering staff since 1938, chief engineer since 1952 and assistant manager since 1954.

Allen L. Gunderson, director of engineering for KCPX-AM-FM-TV Salt Lake City, appointed chief engineer for KTTV (TV) Los Angeles. **Gerry Velona,** assistant account executive, promoted to account executive.

Charles Kuralt, CBS News correspondent, named Latin American correspondent, Rio de Janeiro. **Mario Biasetti,** freelance cameraman, joins CBS News staff as chief cameraman in Latin American bureau.

William P. McGowan joins WCAU-TV Philadelphia program department as writer. Mr. McGowan comes from WBZ Boston, where he was writer and producer.

Larry Tighe joins KTLA (TV) Los Angeles as reporter.

George Glenn Rodgers joins WNHC-TV New Haven, Conn., as staff artist.

Mr. Lipton

Charles J. Lipton, local tv sales manager of WTOC-TV Savannah, Ga., elected vp. Mr. Lipton will continue with his present duties. **John W. Vance,** supervisor of tv studio engineering of WTOC-TV, promoted to position of assistant chief engineer.

Alan Smith, previously with KVTV (TV) Sioux City, Iowa, joins news department of WAGA-TV Atlanta, Ga.

Ron Sherwood named program director of WBCB Levittown-Fairless Hills, Pa. **Al Stewart,** formerly of WMID Atlantic City, N. J., joins station as air personality.

Pierre Gonneau, air personality previously with several radio stations in New York, joins KHJ Los Angeles in similar capacity.

Dave Adams, formerly pr representa-

at WGY...

being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

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tive for Northwestern U., Evanston, Ill., and announcer-producer in Honolulu during Navy service, joins announcing staff of WTMJ-AM-FM-TV Milwaukee.

Bruce Lansbury, director of daytime programs, CBS-TV, Hollywood, named general program executive. He is succeeded by **Herbert F. Solow,** formerly program director and executive producer, NBC-TV's California National Productions, Hollywood.

Al Ruddy and **Charles Custer** join KHQ-AM-TV Spokane, Wash., news department.

David L. Diles, Michigan sports editor of Associated Press, appointed news and sportscaster at WXYZ-TV Detroit.

Ed McCullers joins announcing staff of WFGA-TV Jacksonville, Fla.

Dan Anderson, announcer for WLOL Minneapolis, joins KEVE Golden Valley, Minn., as announcer-salesman.

Dick Wagner, air personality with WKBW Buffalo, N. Y., joins WSAI Cincinnati in similar capacity.

Robert Callan, air personality at WMCA New York, joins WMGM, that city, in similar capacity.

Tom Breneman, host and m.c. for KBLA Burbank, joins KASK Ontario, both California, as announcer.

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Galen Drake, WOR New York air personality, joins WNCN-FM, that city, in similar capacity.

Dee Miller, formerly with KPHO Phoenix, Ariz., joins sales department of KHAT, that city.

Ken Gaughran, pr director and air personality for WACE Chicopee, Mass., joins WWCO Waterbury, Conn., as air personality.

PROGRAMMING

Joel Chaseman, executive on programming staff, Westinghouse Broadcasting Co., New York, appointed to newly-created post of general manager, *PM East* and *PM West*.

Robert Emmett Ginna Jr., formerly associate editor, *Horizon* magazine, New York, named vp, Sextant Inc., that city, tv and motion picture production company.

Thomas Dunphy, vp, WCD Inc., New York, producer of tv commercials, elected executive vp. **Jack L. Lemmon,** vp in charge of sales, and **John Affriol,** production manager, elected to board of directors.

George Hankoff, formerly with national and syndicated sales departments, Screen Gems, New York, elected sales vp of newly-established distribution company, Fountainhead International.

Henry T. Sjogren, formerly assistant general manager, WNBQ (TV) and WMAQ-AM-FM Chicago, named director of communications, Troy-Beaumont Co., film production and communications consultants.

Robert Bruce Hicks, formerly with Jam Handy Organization and Wilding Inc., both Chicago, named director of sales for central division of MGM's commercial and industrial division, Chicago.

John Dunn, staff writer, NBC-TV's *Today* show, named editor.

Louis E. Miller, formerly with Wilding Inc., Chicago, tv commercials producer, joins Atlas Film Corp., Oak Park, Ill., as production manager of slidefilm division. Atlas also is producer of tv commercials and slides.

EQUIPMENT & ENGINEERING

Arne Schleimann-Jensen, technical assistant to chief engineer, Sylvania Electric Products, Mountain View, Calif., appointed manager, product engineering for microwave device operations for Sylvania.

Francis J. Dunleavy, general manager, Industrial and Automation Div., RCA, New York, appointed general manager, Communications and Controls Div. He succeeds **John J. Graham,** recently named to newly created position of division vp, operations, RCA Electronic Data Processing Div.

Gerald G. Griffin, formerly head of new products marketing activity, distributor products department, RCA, New York, appointed to newly-created post of marketing director, TelePrompTer Corp., that city.

Mr. Josephsen

Al Josephsen, 40-year veteran who retired late last year as RCA sales engineer in New York, is now residing in Fort Myers, Fla. Mr. Josephsen began in radio with American Marconi Co., predecessor of RCA, in 1919. His entire subsequent career was with RCA Broadcast Equipment and he is holder of RCA's award of merit for Empire State Building tv antenna design and installation.

Joseph J. Kaleba, formerly engineering supervisor of Controls Company of America, manufacturer of electronic components, Chicago, joins Shure Bros., Evanston, Ill., manufacturer of mikes and other communications and high fidelity equipment, as manager of product design and specifications section.

Owen McReynolds named in charge of Washington, D. C., office of RCA's Broadcast Marketing Dept. He succeeds **James H. Keachie,** transferred to Moorestown, N. J., missiles and surface radar division of Defense Electronics Products Dept.

Mr. Harman

Sidney Harman, executive vp of Jerrold Electronics, Philadelphia communications systems producer, elected president and chief executive officer. He succeeds company's founder, **Milton J. Shapp,** who remains chairman of board of directors. Mr. Harman was president of Harman-Kardon, manufacturer of high fidelity instruments, when company merged with Jerrold last February 28.

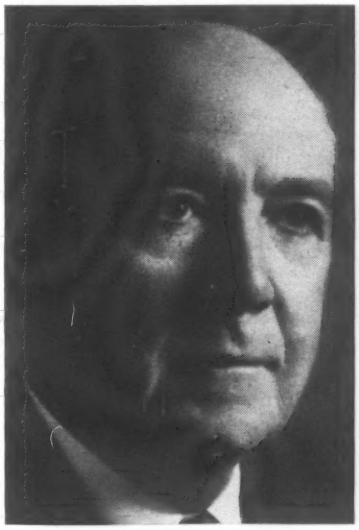
George R. Freifeld, sales representative with Audio Devices, New York based manufacturer of sound recording equipment, named Mid-Atlantic sales manager of new Washington sales office. Assisting Mr. Freifeld will be **Andrew Rice** for Washington and Baltimore and **Albert Rader** for Philadelphia.

Charles Cadley, assistant manager, network transmission facilities, CBS-

Earle Anthony, broadcast pioneer, dies

Earle C. Anthony, owner-president of KFI Los Angeles and one of the pioneers of broadcasting in America, died Aug. 6. He was 80.

Mr. Anthony put KFI on air in 1922, one of first radio stations on West Coast. In 1929 he added KECA, initials commemorating three generations of Anthonys—"K" for Kelly, his son, "E" for Earle, "C" for Charles, his father, and "A" for Anthony. In 1944, following FCC order forbidding ownership of more than one station in single community, KECA was sold to ABC, which renamed it KABC. In 1948, he launched KFI-TV, ch. 9, but sold it three years later to Don Lee. It is now KHJ-TV. Active in broadcasting industry affairs from start, Mr. Anthony served two terms as president of NAB in days when that was an honorary elective position.



Mr. Anthony

Born Dec. 18, 1880, in Washington, Ill., Earle C. Anthony moved to Los Angeles with his family in 1892, graduated from grammar school and Los Angeles High School, attended U. of California at Berkeley, where he founded *The Pelican,* pioneer college humor magazine which is still going strong today, and, after getting a degree in mechanical engineering there, went east to Cornell where he earned degree in electrical engineering.

Name of Anthony is as prominent in West Coast automotive field as in broadcasting. In 1904 he became automobile distributor, handling many makes of cars, both American and foreign built.

His wife, Irene Kelly Anthony, died in 1954. Their son, Kelly, former KFI executive, now retired, survives.

KFI broadcast services for Mr. Anthony Thursday at 12:30-1 p.m. and was silent from 1 to 4 p.m. that afternoon while his funeral was held at Forest Lawn, Los Angeles.

TV, New York, named manager. **Gordon H. Batten,** supervisor, network transmission facilities, succeeds Mr. Cadley, and **Seymour Goetz,** staff member, succeeds Mr. Batten.

INTERNATIONAL

Jean Lacroix named president and manager of National Telepix (Canada) Ltd., Toronto, Ont., newly-formed company to distribute motion pictures in Canada and British Commonwealth.

Michael Davison named manager Schwerin Systems Ltd., Toronto, Ont., tv research organization.

Floyd S. Chalmers, president of Maclean-Hunter Publishing Co. Ltd., Toronto, Ont., named director of CTV Television Network Ltd., Toronto. **W. Gordon Tiffin** appointed account executive of CTV Television Network Ltd.

Charles Fenton, sales representative of Stephens & Towndrow Ltd., Toronto, Ont., station representative firm, and formerly sales director of radio sales section of Canadian Assn. of Broadcasters, appointed director of sales of recently-formed Radio Sales Bureau, Toronto, established by CAB.

Jack L. Sayers, manager of CFUN Vancouver, B. C., and formerly general sales manager of CKWX Vancouver, B. C., joins CKEY Toronto, Ont., as general sales manager.

Don Insley, with CKEY Toronto, Ont., for 17 years, promoted to program manager.

John Murphy named promotion manager of CKOY Ottawa, Ont.

Harvey Clarke, promotion manager of CFPL London, Ont., to similar post at CKEY Toronto, Ont.

ALLIED FIELDS

E. P. H. (Jimmy) James, vp at A. C. Nielsen Co. and tv director of company's London office, returns to main office in Chicago this month. Since July 1959, Mr. James has been in London to represent Nielsen's half interest in United Broadcast Audience Research Ltd.

DEATHS

Dr. Claude Everett Robinson, 61, founder and chairman of executive committee, Opinion Research Corp., Princeton, N. J., died of hepatitis Aug. 7 in Columbia-Presbyterian Medical Center, Stockton, N. J. Dr. Robinson was board member of Gallup & Robinson, advertising research company he founded with Dr. George Gallup in 1948.

Frances Holmes, 85, believed to be first woman to own and operate advertising agency in United States, died Aug. 7. Miss Holmes, residing in Los Angeles since 1885, went to work for city's pioneer advertising agency, J. C. Newitt & Co., in 1896. She founded her own agency there in 1909, accomplishment for which Los Angeles Advertising Women have honored her by naming their annual achievement awards for her.

Andrew Mercier, 49, manager, plant operations, CBS-TV Building Services, died Aug. 6 in boating accident near Long Beach, N. Y.

Max H. Aronson, 70, attorney in renewal branch of FCC, died of heart attack in Washington Hospital Center Aug. 7. Mr. Aronson had been with FCC since 1934. Earlier he had practiced law for 11 years.

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A good time was had by all

When Blair-TV assumed representation of KOA-TV Denver in July, the station and the rep firm invited New York media buyers and officials for a day of fun, including rides on the carousel and Good Humor ice cream. Approximately 80 agency staffers showed up at a parking lot in mid-Manhattan for the occasion. Dick Harris (extreme left), sales manager, KOA-TV and Bill Vernon (right center) of Blair-TV wore uniforms provided by the Good Humor Corp. and served as hosts. Shown (l. to r.) are Mr. Harris; Lou West, Gumbinner Adv.; Al Kalish, Foote, Cone & Belding; Barrie Alley, Benton & Bowles; Mr. Vernon; Bob Jones and Paul Halpren, both Benton & Bowles.

S.F. broadcasters take show on the road

A traveling radio roadshow presentation of the San Francisco Radio Broadcasters Assn. starts a cross-country tour this week. The 17-minute color slide film—put on the road by support of 10 stations in San Francisco which make up the organization—was previewed in New York last week for newsmen and the stations' sales representatives. It will be shown to advertisers and their agencies also in Chicago, Detroit and Philadelphia this week following the initial showings made in San Francisco and Los Angeles on Aug. 9-11.

A year ago, SFRBA supported a traveling tour that featured five competing station managers as part of a campaign to foster the radio image, extoll that west coast market and counter intra-market rivalry. Heading the 1961 presentation, called "The Best Way Around in San Francisco," is Homer Odom, KABL vice president and the association's president. Stations involved: KABL, KCBS, KLIA, KEWB, KGO, KFRC, KNBC, KSAN, KSFO, KYA.

Newsmen fail to get story on nudist meet

When two members of the news staff of KVAL-TV Eugene, Ore., turned prude, changed their mood and failed to shoot the nude, the station was deprived of one of its most interesting feature stories in recent years.

Keith Gebers and Will Trumbull had arranged to film the crowning of a nudist queen at a recent sunlover's convention there, complete with long shots, peek-a-boo shots, head and shoulder shots and plenty of et ceteras.

When the time came the two, hauling various equipment, were ushered into the woodland paradise, given preferential treatment and were about to begin filming when their guide told them where to hang their clothes.

The story abruptly ends at this juncture as the courageous newsmen figured it was not worth it to be caught with their pants down, literally, story or no story.

Drumbeats...

Unanswered ▪ WSB-TV Atlanta's summer *Challenge* series, a program offering new, experimental and creative ideas in local production and programming, has gone unanswered in its invitations to two area professional television critics to produce the "ideal program.' Alan Patureau, *Atlanta Journal,* and Paul Jones, *Atlanta Constitution,* were invited to develop their own half hour shows with facilities provided by the station. Both critics expressed interest but declined the invitations.

Neighbor awards ▪ KVFD and KQTV (TV) Ft. Dodge, Iowa, have established a "Good Neighbor" award to be presented to individuals in the area for special efforts. The first "Good Neighbor" citation and gold medal was presented to a man who leaped into the Des Moines river in a vain attempt to save the life of a seven year old boy.

WCCO-TV's army ▪ Twenty officers and men of the 360th Psychological Warfare Co., an Army Reserve organization based at Fort Snelling, Minn., have spent their annual two weeks active duty training in the studios of WCCO-TV Minneapolis-St. Paul. Charged with the mission of supervising operation of communications media in a liberated or occupied area when mobilized, members of the unit have participated in several special projects set up by the station to give them a greater knowledge of the intricacies of a broadcast organization.

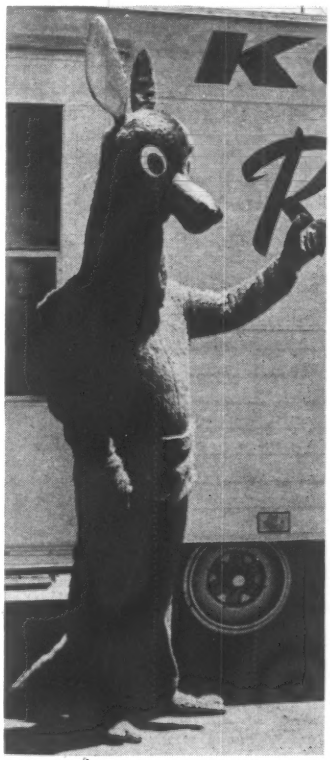
Radio outing ▪ More than 27,000 listeners of WPOP Hartford, Conn., gathered at Riverside Park in Agawam, Mass., three weeks ago in what WPOP claimed to be the largest outing ever held by a radio station. At the "All Family Outing," a three-year-old station tradition, 45,000 hot dogs and 50,000 bottles of soda were distributed free to guests.

Awareness ▪ WJXT (TV) Jacksonville, Fla., has published its second annual report on its offerings in the areas of news, cultural, public affairs and documentary programs in a 20-page booklet called "Awareness." Some 1,225 hours were devoted to this type of programming in 1960, WJXT says.

Big pitch ▪ KABL San Francisco is mapping plans for what it terms one of

the biggest promotions ever undertaken by a Bay area radio station. To promote its good music programming, the station has purchased 70 10-second ID's on KPIX (TV) and KTVU (TV), both San Francisco, and seven 1500-line, two color ads in the *San Francisco Chronicle* and *Examiner*. Television spots will continue for several weeks at a reduced schedule. KABL says it plays 86 billion microseconds of good music every day.

'Go Get 'Em Braves' ▪ Earl Gillespie, sportscaster for WEMP Milwaukee and voice of the Braves network, is the narrator of a new lp album entitled, "Go Get 'Em Braves." Gillespie is heard describing no-hitters by Jim Wilson, Warren Spahn and Lew Burdette as well as other action highlights since the historic shift of the National League franchise from Boston to Milwaukee in 1953. The 12" hi-fi lp is available through outlets of the radio broadcast sponsor, Miller High Life.



Meet Kogoroo

KFSD - AM - TV San Diego, which recently changed call letters to KOGO-AM-TV, has decided to acquaint the public with the change by using an abstract kangaroo, "Kogoroo," pictured above. He has become a San Diego image, appearing in all the stations' ID's and promotion campaigns.

Series promotes farm shows

Promoting radio farm programs, the latest in a series of promotion spot announcements in the NAB's "Build Radio With Radio" campaign is being offered member stations. The series is the 16th in the campaign. The choice of farm program promotion was based on its high standing among preferences received by NAB from member stations. The series contains 17 announcements of varying lengths. The announcements are so written that stations can personalize them if desired by inserting the name of their farm director and calling attention to various farm-interest programs. The series were prepared by NAB's public relations service.

Super salesmen

WCNS Canton, Ohio, almost went into the appliance business during a recent promotion.

The station promoted a three day boxcar sale at trackside of Amana and Maytag appliances, with a 43½ hour remote campaign that lasted three days.

A total of 122 appliances was sold, with WCNS announcers personally selling six of them. According to a survey of the purchasers, 75% of them said they were prompted to come to the boxcar sale by spots heard on WCNS.

TvAR goes to the 'Summit'

Television Advertising Representatives Inc., New York, went to the Summit Aug. 1 to introduce socially its three recently acquired tv stations to a regiment of agency timebuyers. The scene of the elegant meeting was the ballroom of New York's first new luxury hotel in 30 years, the Summit (located on Lexington Ave. in midtown Manhattan).

TvAR hosted some 500 agency guests at the ballroom's inaugural event, a party to welcome WTOP-TV Washington, D. C., WBTV (TV) Charlotte, N. C., and WJXT (TV) Jacksonville, Fla. The stations were formerly represented by CBS-TV Spot Sales. TvAR, in the past, has repped only the five tv stations of the Westinghouse Broadcasting Co.

More elaborate guide

The compact *WFMT Fine Arts Guide* that WFMT (FM) Chicago has published each month and sold for 50¢ a copy to 25,000 listeners, has proved so successful the station is replacing it with an even more elabo-

at WGY...

being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

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ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

rate publishing venture. Beginning in October, WFMT will offer an 84-page illustrated magazine with an enlarged 8½ by 11 inch format, titled *WFMT Perspective*. Initial run will be 50,000 copies. The magazine will contain essays, symposiums of well-known U. S. and foreign authors and thinkers, plus a general cultural preview of city activities and the station's schedule.

Pepsi-Cola for muchachos

In what was said to be one of the largest radio buys of its kind, the Metropolitan Bottling Co. of New York, bottler and distributor for Pepsi-Cola, is investing an estimated $30,000 to sponsor a 52-week *Record Hop* over WADO New York to reach the large Spanish-speaking teen-age audience among the area's Puerto Rican residents. The program originates each Saturday (1-2 p.m.) from a motion picture theater than runs Spanish films. Teen-agers in the audience compete in a dance contest for prizes. Charles De Charleroy, vice president of the Metropolitan Bottling Co. of New York, said the program represented the first large-scale advertising effort to reach the growing Puerto Rican teen-age market in the New York area. The program was planned by Mr. De Charleroy and Sydney Kavaleer, vice president and manager of WADO in association with the bottler's agency, BBDO.

KTLA's 'Declaration of an independent'

An independent tv station's "declaration" to agencies and advertisers in New York was unveiled last July 31 and continued through the week. The New York edition of the KTLA (TV) Los Angeles fall presentation followed a week's run in Chicago.

The presentation, titled "Declaration of an Independent," told the story of the station's growth, outlined production, programming and merchandising values, and premiered a cost study. Much of the presentation is devoted to emphasizing both the influence and image of the station in the Los Angeles market.

Attending the "preview" are (l to r): H. Preston Peters, president of Peters, Griffin, Woodward Inc., national representative for KTLA who is pointing to the "declaration"; Seymour L. (Stretch) Adler, vice president and general manager of the station, and Paul Raibourn, president of Paramount Television Productions Inc.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 3 through Aug. 9. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

ACTION BY FCC

KPAR-TV ch. 12 Sweetwater, Tex.—Waived Sec. 3.613(a) of rules and granted application to change trans. and main studio site 17 miles east from 1 mile east of Sweetwater to 6.8 miles southwest of Merkel, increase ant. height from 580 to 925 ft., and vis. ERP from 145 kw to 154 kw and make other equipment changes; engineering condition. Action Aug. 4.

CALL LETTERS ASSIGNED

*WDIQ(TV) Montgomery, Ala.—Alabama Educational Tv Commission.

New am stations

ACTIONS BY BROADCAST BUREAU

Flagstaff, Ariz.—Flagstaff Bcstg. Granted 930 kc; 1 kw D. P.O. address c/o Marvin J. Colangelo, Crocker Bldg., San Francisco 4, Calif. Estimated construction cost $30,000; first year operating cost $48,000; revenue $60,000. Principals: **Howard G. Hetzler** (75%), **Marvin J. Colangelo** (25%). Mr. Colangelo is attorney; Mr. Hetzler is vice president of cement company. Action Aug. 3

Eugene, Ore.—Emerald Bcstg. Corp. Granted 1500 kc; 10 kw D. P.O. address 1345 Olive St., Eugene. Estimated construction cost $51,900; first year operating cost $50,000; revenue $60,000. Principals: **Richard B. Thompson, Thomas F. Thompson** (each 25%); **J. Wilson Hobart** (50%). Messrs. Thompson own 33% each of records and equipment retail business; Mr. Hobart owns 50% of insurance business. Action Aug. 3.

APPLICATIONS

St. Pauls, N. C.—Duplin Bcstg. Co. 1470 kc; 1 kw D. P.O. adress box 449, Wallace, N. C. Estimated construction cost $29,732; first year operating cost $30,000; revenue $35,000. Principals: **Harry Kramer, Sam Leder** (each 45.45%); **Vivian Kramer** (9.1%). Mr. Kramer owns 50% of one department store and 40% of another; Mr. Leder owns 17.5% of department store. Duplin Bcstg. Co. is licensee of WLSE Wallace. Ann. Aug. 9.

Sparta, N. C.—Alleghany Bcstg. Co. 1390 kc; 1 kw D. P.O. address box 1027, Statesville, N. C. Estimated construction cost $12,200; first year operating cost $21,000; revenue $34,000. Principals: **Luin Wilford Lambert Jr.** (50%), **Carl F. Davis, Joseph L. Price** (each 25%). Mr. Lambert owns auto tire business; Messrs. Davis and Price have been employes of WDBM Statesville, Mr. Davis as announcer-salesman and Mr.

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

Price as announcer and production director. Ann. Aug. 9.

Existing am stations

APPLICATIONS

KNOT Prescott, Ariz.—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment. Ann. Aug. 9.

WBBY Wood River, Ill.—Mod. of cp (which authorized new standard broadcast station) to change station location to Alton-Wood River, Ill., and specify studio location. Ann. Aug. 9.

WBAT Marion, Ind.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 9.

KAOK Lake Charles, La.—Mod of cp (which authorized increase in daytime power from 250 w to 1 kw, change in ant.-trans. location, installation of DA daytime and new trans, install remote control operation of trans. nighttime while using non-DA) to change from DA-D to non-DA. (Requests waiver of Sec. 1.354 of rules.) Ann. Aug. 9.

WMIQ Iron Mountain, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 9.

KALV Alva, Okla.—Mod. of license to change hours of operation from unl. to specified hours (Mon.-Sat. 6:00 a.m. to 7:00 p.m.; Sun. 8:00 a.m. to 7:00 p.m.) Ann. Aug. 9.

WESR Tasley, Va.—Amendment of application (which requests change in hours of operation from D to unl., using power of 1 kw, 5 kw LS and DA-2) to change to DA-N only. Ann. Aug. 9.

WIVI Christiansted, V. I.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. Aug. 9.

Existing fm stations

ACTION BY FCC

KFJC(FM) Los Altos, Calif.—Granted cp to change frequency from 88.5 mc to 89.7 mc, increase ERP from 10 w to 100 w; ant. height 710 ft.; remote control permitted. Action Aug. 4.

APPLICATION

WJOL-FM Joliet, Ill.—Cp to change frequency from 96.7 mc to 107.9 mc, increase ERP from 1 kw to 22.1 kw, and make changes in transmitting equipment. Ann. Aug. 9.

CALL LETTERS ASSIGNED

WMMM-FM Westport, Conn.—Westport Bcstg. Co.
WIST-FM Charlotte, N. C.—WIST Inc.
WENC-FM Whiteville, N. C.—Whiteville Bcstg. Co.

Ownership changes

APPLICATIONS

KPGE Page, Ariz.—Seeks assignment of cp from **Harold J. Arnoldus** to **Wendell W. Motter** for $5,000. Mr. Motter owns electrical equipment and appliances sales and service business. Ann. Aug. 4.

WTUP Tupelo, Miss.—Seeks assignment of license from **W. I. Dove** (40%), **E. O. Roden** (30%), **Vernon K. Wroten** (20%) and **Robert L. McVay** (10%) to **E. O. Roden** (60%) and **W. I. Dove** (40%) for total of $7,000. (Both assignor and assignee partnerships d/b as **Lee Bcstg. Co.**) Ann. Aug. 4.

WMBO-AM-FM Auburn, N. Y.—Seeks involuntary transfer of 54.7% interest in licensee corporations from **Charles D. Osborne**, deceased, to **Edith W. Osborne, Marine Midland Trust Co. of Central New York** and **Agnes Osborne Griswold**, executors of Mr. Osborne's estate; no financial consideration involved. Ann. Aug. 4.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that June 13 initial decision which looked toward granting application of Valley Bcstrs for new am station to operate on 970 kc, 1 kw, D, in Espanola, N. M., became effective Aug. 2 pursuant to Sec. 1.153 of rules. Action Aug. 9.

■ Commission gives notice that June 14 initial decision which looked toward granting applications of The Altus Bcstg. Co. (KWHW) Altus, Okla., KGFF Bcstg. Inc. (KGFF), Shawnee, Okla., Plains Bcstg. Co., Inc. (KENM), Portales, N. M., Woodward Bcstg. Co. (KSIW) Woodward, Okla., and Snyder Bcstg. Co. (KSNY) Snyder, Tex., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, each with interference condition and KWHW with additional condition, and Charles L. Cain for new station to operate on 1460 kc, 500 w, D, in El Reno, Okla., became effective Aug. 3 pursuant to Sec. 1.153 of rules. Action Aug. 9.

■ Commission gives notice that June 14 initial decision which looked toward granting application of Yoakum County Bcstg. Co. for new am station to operate on 1580 kc, 250 w, D, in Denver City, Tex., conditioned that program tests will not be authorized until Claude Calvin McAdams has submitted evidence that he has severed his connections with station KTFY Brownfield, Tex., became effective Aug. 3 pursuant to Sec. 1.153 of rules. Action Aug. 9.

■ Commission gives notice that June 14 initial decision which looked toward granting applications of The Middle Tennessee Bcstg. Co. (WKRM) Columbia, Tenn., WBAC Inc. (WBAC) Cleveland, Tenn., Florence Bcstg. Inc. (WJOI) Florence, Ala., Cullman Bcstg. Inc. (WKUL) Cullman, Ala., Radio Greeneville Inc. (WGRV) Greeneville, Tenn., WKGN Inc. (WKGN) Knoxville, Tenn., and Franklin County Radio and Bcstg. Inc. (WCDT) Winchester, Tenn., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, each with interference condition became effective Aug. 3 pursuant to Sec. 1.153 of rules. Action Aug. 9.

■ Commission gives notice that June 14 initial decision which looked toward granting applications of Radio Station WPAY Inc., formerly Paul F. Braden (WPAY) Portsmouth, Ohio, and Elizabethtown Bcstg. Co. (WIEL) Elizabethtown, Ky., to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, each with interference condition, and WCYN Radio Inc., to increase power of WCYN Cynthiana, Ky., from 100 w to 250 w, continued unlimited time operation on 1400 kc became effective Aug. 3 pursuant to Sec. 1.153 of rules. Action Aug. 9.

INITIAL DECISIONS

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting applications of Radio Station WHCC (WHCC) Waynesville, N. C., and Aluminum Cities Bcstg. Co. (WGAP) Maryville, Tenn., to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; interference condition. Action Aug. 8.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward denying for failure to prosecute application of George Shane for new am station to operate on 1450 kc, 250 w, unl., in Victorville, Calif. Action Aug. 8.

■ Hearing examiner Jay A. Kyle issued initial decision looking toward granting the application of Ypsilanti-Ann Arbor Bcstg. Co. for new am station to operate on 1480 kc, 500 w, DA, D, in Ypsilanti, Mich. Action Aug. 8.

Routine roundup

■ By order, commission amended Sec. 0.242 of Statement of Delegations of Authority to provide that minutes of all actions taken by chief of Broadcast Bureau pursuant to authority delegated in Sec. 0.241 shall be maintained for public inspection in Broadcast Bureau, effective Aug. 15. (Present rule states that application and authorization files and other appropriate files of License Division of Broadcast Bureau are designated as official minutes of action taken by chief of Broadcast Bureau pursuant to Sec. 0.241.) Action Aug. 8.

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

■ Granted petition by Herman Handloff and extended to Aug. 25 time to file responses to joint petition by Alkima Bcstg. Co. and Howard Wasserman for reconsideration and rehearing in proceeding on their applications for new am stations in Newark, Del., and West Chester, Pa. Action Aug. 1.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: Sept. 8 and Oct. 16: On applications of KSTP Inc. (KOB) Albuquerque, N. M., for modification of cp, and American Bcstg.-Paramount Theatres Inc. (WABC) New York, N. Y.; Sept. 18 and Oct. 11: am applications of Seward Bcstg. Inc., Marion, Va., and Saltville Bcstg. Corp., Saltville, Va.; Sept. 5 and Oct. 16: Applications of Plains Radio Bcstg. Co., for additional time to construct am stations KRKY Denver, Colo., WFFM Cincinnati, Ohio, KFMV Minneapo-

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lis, Minn., KFMC Portland, Ore., and KPRN Seattle, Wash., and for consent to assignment of cps of those stations to United Communications Inc.; Sept. 7 and Oct. 11: KWTX Bcstg. Co. (KWTX-TV) Waco, Tex. and am applications of Putnam Bcstg. Corp., Brewster, and Port Chester Bcstg. Co., Port Chester, both N. Y.; Sept. 6 and Oct. 17: Application of WMOZ Inc., for renewal of license of am station WMOZ Mobile, Ala., and for revocation of license of Edwin H. Estes for am station WPFA Pensacola, Fla. Action Aug. 3.

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: Sept. 7 and Oct. 9: am application of Rounsaville of Louisville Inc. (WLOU) Louisville, Ky.; Sept. 5 and Sept. 27: Application of Franklin Bcstg. Co. for assignment of license and cp for am station WMIN St. Paul, Minn., to Tedesco Inc. Action Aug. 3.

■ Granted petition by Ubiquitous Corp. and extended from July 31 to Aug. 29 time to file response pleadings to pending petition by Colonial Bcstg. Co. to enlarge issues in proceeding on their applications for new am stations in Hyde Park, N. Y., and New Milford, Conn., et al. Action Aug. 1.

■ Granted petition by Stuart W. Epperson for dismissal of his application for new am station in North Wilkesboro, but dismissed it with prejudice and retained in hearing status remaining application of Felix C. Abernethy for new am station in Granite Falls, both N. C. Action Aug. 1.

■ Dismissed with prejudice for failure to prosecute application of John R. Powley for new fm stations in Houston, Tex., and terminated proceeding. Action Aug. 1.

By Hearing Examiner Basil P. Cooper

■ Granted petition and supplement for leave to amend fm application by Edward Walter Piszczek & Jerome K. Westerfield, Des Plaines, Ill., to reduce ant. height by 100 feet and to incorporate population figures based on 1960 census in lieu of 1950 census. Action Aug. 4.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and extended from July 31 to Aug. 7 time to file proposed findings in proceeding on application of Inter-Cities Bcstg. Co. for new am station in Livonia, Mich. Action Aug. 2.

By Hearing Examiner Charles J. Frederick

■ On own motion, reopened record for purpose of hearing oral argument on petition for leave to amend filed by Jerome Sill and petition for leave to reopen record by same person, and scheduled oral argument for Sept. 5 in proceeding on applications of WFPG Inc., Toms River, N. J., et al. Action Aug. 1.

■ Granted motion to strike by Harlan Murrelle and Assoc., Lakewood, N. J., directed against reply to opposition by Harlan Murrelle to petition by WFPG Inc., for leave to amend its application for new am station in Toms River, N. J., filed by Jerome Sill, assignee and successor to WFPG Inc.; denied petition by Jerome Sill to extend time to file reply to an opposition to petition for leave to amend and reopen record filed by Ocean County Bcstrs., applicant in proceeding. Action July 31.

By Hearing Examiner Millard F. French

■ Upon agreement of parties at July 28 prehearing conference, scheduled certain procedural dates—further prehearing conference for Sept. 26, and continued Sept. 8 hearing to Oct. 11 in proceeding on applications of Oklahoma Bcstg. Co. for new am station in Sapulpa, Okla., et al. Action Aug. 2.

■ Granted motion by Radio Quests Inc. and extended from Aug. 1 to Aug. 4 date for the exchange of engineering exhibits and testimony in proceeding on its application for new am station in Willoughby, Ohio, et al. Action Aug. 1.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau to accept late filing of proposed findings and, on own motion, extended from Aug. 4 to Aug. 11 time to file replies in proceeding on applications of Berkshire Bcstg. Corp. and Grossco Inc., for new am stations in Hartford and West Hartford, Conn. Action Aug. 3.

By Hearing Examiner H. Gifford Irion

■ Ordered that all exhibits will be exchanged among parties on Sept. 5 in proceeding on am applications of Radio Crawfordsville Inc., Crawfordsville, Ind., et al.; further hearing is scheduled for Sept. 11. Action Aug. 3.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau and extended from July 31 to Aug. 8 time to respond to petition of Beacon Bcstg. System Inc., for leave to amend its application for new am station in Grafton-Cedarburg, Wis., which is consolidated for hearing with application of Suburban Bcstg. Inc., for am facilities in Jackson, Wis. Action Aug. 1.

By Hearing Examiner Herbert Sharfman

■ On request of applicant and without objection by Broadcast Bureau, further extended time for filing proposed findings from Aug. 9 to Aug. 23 in proceeding on application of College Radio for new am station in Amherst, Mass. Action Aug. 4.

By Hearing Examiner Elizabeth C. Smith

■ Received in evidence Exhibit 2 by Radio Station WAYX Inc. (WAYX) Waycross, Ga., and Exhibit 2 by Fisher Bcstg. Inc. (WSOK) Savannah, Ga., and closed record in proceeding on their am applications, et al. Action Aug. 4.

■ Closed record in proceeding on am applications of Richmond Bcstg. Co., Centerville, Ind., et al. Action Aug. 4.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of August 8

WAME Miami, Fla.—Granted cp to change from D to unl., continued operation on 1260 kc, 5 kw; DA-D to DA-2; ant.-trans. location, and studio location; engineering conditions.

WBCI-AM-FM Williamsburg, Va.—Granted acquisition of positive control by Allaun Corp. through purchase of stock from Mary and Richard S. Cobb.

WTFM(FM) Lake Success, N. Y.—Granted assignment of cp, license and SCA to WTFM Inc.

WSAF Sarasota, Fla.—Granted assignment of license to Radio Sarasota Inc.

■ Granted licenses for following am stations: WNJH Hammonton, N. J., and KRAE Cheyenne, Wyo.

■ Granted licenses for following fm stations: WMEV-FM Marion, Va.; WPLM-FM Plymouth, Mass; WFAU-FM Augusta, Me.

KTNT Tacoma, Wash.—Granted license covering use of old main trans. as auxiliary trans. with remote control operation.

■ Following stations were granted licenses covering increase in daytime power and installation of new trans.: WGNI Wilmington, N. C.; WHKP Hendersonville, N. C.; WTNT Tallahassee, Fla., and specify type trans.; KTNT Tacoma, Wash.

WYSR Franklin, Va.—Granted license covering changes in ant. system.

WQTY Arlington, Fla.—Granted license covering increase in power and installation of new trans.

■ Following stations were granted licenses covering installation of new trans: WGAU-FM Athens, Ga.; KFTV Paris, Tex.; WHOS-FM Decatur, Ala.

WOHP Bellefontaine, Ohio—Granted mod. of license to change name to Hi-Point Bcstg. Co.

KDUH-TV, KOTA-AM-TV Hay Springs, Neb., and Rapid City, S. D.—Granted mod. of licenses to change name to Duhamel Bcstg. Enterprises.

KSVN Ogden, Utah—Granted mod. of license to change name to North American Bcstg. Co.

KGO San Francisco, Calif.—Granted cp to install new type auxiliary trans; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; and (2) related studies and inquiries now being considered or conducted by commission.

WTPR Paris, Tenn.—Granted cps to install new type trans., and old main trans. as auxiliary trans.

KELD El Dorado, Ark.—Granted cp to install present main trans. as alternate main trans. at main trans. location nighttime only; remote control permitted.

WFLI Lookout Mountain, Tenn.—Granted cp to install present daytime main trans. as alternate main trans. nighttime.

KUMA Pendleton, Ore.—Granted cp to install new trans. as auxiliary trans. at main

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Aug. 10

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,565	47	114	847
FM	852	65	193	133
TV	486[1]	59	89	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Aug. 10

	VHF	UHF	TV
Commercial	466	78	544
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

PROFESSIONAL CARDS

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AM-FM-TV
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Phone Kansas City, Laclede 4-3777

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CONSULTING RADIO ENGINEERS
10412 Jefferson Highway
New Orleans 23, La.
Phone: 721-2661

PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Wabash 2643

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trans. location; remote control permitted.

KROC Rochester, Minn.—Granted cp to install new trans. at main trans. location as auxiliary trans., employing DA-D; remote control permitted nighttime.

■ Granted cps to install new type trans. for following stations: WSBC Chicago, Ill.; WIEL Elizabethtown, Ky.; WLBI Auburndale, Wis.

WCBS New York, N. Y.—Granted cp to install new ant. and trans. as auxiliary ant. and trans. (same location as main ant. and trans.); without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

KAFI(FM) Auburn, Calif.—Granted mod. of cp to change trans.; ant., and decrease ERP to 3.2 kw.

KXQR(FM) Fresno, Calif.—Granted mod. of cp to decrease ERP to 37 kw; increase ant. height to 295 ft.; and make changes in ant. system; remote control permitted.

KAGI Grants Pass, Ore.—Granted mod. of cp to change type trans.

WKFD Wickford, R. I.—Granted mod. of cp to change type trans.; condition.

■ Following stations were granted extensions of completion dates as shown: KAFI (FM) Auburn, Calif., to Oct. 31; KALH (FM) Denver, Colo., to Sept. 20; KAGI Grants Pass, Ore., to Sept. 20; KOPR-TV Butte, Mont., to Feb. 7, 1962.

WATN Watertown, N. Y.—Granted authority to remain silent for period ending Dec. 1.

Actions of August 7

■ Granted cps for following new vhf tv translator stations: Trout Lake Tv Assn. on chs. 4, 13, and 5 Trout Lake, Wash., to translate programs of KGW-TV ch. 8, KOIN-TV ch. 6, KPTV ch. 12 all Portland, Ore.; condition; San Miguel Power Assn. Inc. on ch. 6 Norwood, Colo. (KREY-TV ch. 10 Montrose, Colo.); Glade Park Tv Assn. on ch. 10 Glade Park, Colo. (KREX-TV ch. 5 Grand Junction, Colo.); Lapwai Valley Tv Assn. on ch. 8 Lapwai, Idaho (KHQ-TV ch. 6 Spokane, Wash.); Saco Tv Club on ch. 9 Saco and Hinsdale, Mont. (KOOK-TV ch. 2 Billings, Mont.); The Zuni Tribe on chs. 2 and 11, Zuni Pueblo, N. M. (KOAT-TV ch. 7 and KOB-TV ch. 4, condition, both Albuquerque, N. M.); Basin Tv Assn. on ch. 12 Basin, Wyo. (KOOK-TV ch. 2 Billings, Mont., condition); Shiprock Non Profit Tv Assn. on chs. 11, 9, and 2 Shiprock, N. M. (KOB-TV ch. 4, KGGM-TV ch. 13 and KOAT-TV ch. 7 all Albuquerque, N. M.); East Linn Community Telecasters Inc. on chs. 5 and 11 Sweet Home, Ore. (KPTV ch. 12 and KGW-TV ch. 8 both Portland, Ore.); Verdigre Tv Booster Committee on chs. 13 and 2 Verdigre, Neb. (KTIV ch. 4 Sioux City, Iowa, and KELO-TV ch. 11 Sioux Falls, S. D.); Costilla County Tv Booster Assn. on chs. 6 and 2 San Luis, Colo. (KOB-TV ch. 4 and KGGM-TV ch. 13, condition, both Albuquerque, N. M.); Wyola Community Tv Assn. on chs. 10 and 13 Wyola and Upper Little Horn Valley, Mont. (KOOK-TV ch. 2 and KGHL-TV ch. 8 both Billings, Mont., conditions); Moapa Valley Tv Maintenance District on chs. 7, 9 and 11 Overton and Moapa, Nev. (KLRJ-TV ch. 2 Henderson, Nev., KSHO-TV ch. 13 and KLAS-TV ch. 8 both Las Vegas, Nev.; conditions); Noxon Community Center Inc. on chs. 8, 12 and 10. Noxon, Mont. (KREM-TV ch. 2, KHQ-TV ch. 6 and KZLY-TV, ch. 4 all Spokane, Wash.; conditions).

WLKW Providence, R. I.—Granted license for am station.

***KANG(FM) Angwin, Calif.**—Granted license for noncommercial educational fm station.

■ Granted licenses for following fm stations: KGGK Garden Grove, Calif.; WSMD Waldorf, Md.; KWMO Odessa, Tex., and change type ant.; WARN-FM Ft. Pierce, Fla.

WSSC Sumter, S. C.—Granted license covering increase in daytime power and installation of new trans.

WHUN Huntingdon, Pa.—Granted license covering increase in power and installation of new trans.

WKIX Raleigh, N. C.—Granted license covering installation of new trans.

KOCY Oklahoma City, Okla.—Granted mod. of license to change name to Bonebrake & Co.

American Bcstg-Paramount Theatres Inc., Chicago, Ill.—Granted cp for new low power station; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff and (2) related studies and inquiries now being considered or conducted by commission.

K72BB, K76AW, K80AS Texhoma, Tex.—Granted cps to change ERP from 157 w to 2.6 kw; add Guymon, Okla. to principal community; change transmitting apparatus; type ant. and make changes in ant. system.

WEMJ Laconia, N. H.—Granted mod. of cp to change type tran.

■ Following stations were granted extensions of completion dates as shown: KOCY Oklahoma City, Okla., to Oct. 30; WHEW Riviera Beach, Fla., to Sept. 20; KBYR-FM Anchorage, Alaska, to Sept. 20; WVEC-FM Hampton, Va., to Jan. 22, 1962; WPSD-TV Paducah,, Ky., to Oct. 7.

Actions of August 4

■ Granted cp for following new uhf tv translator station: Elephant Mountain Tv Club Inc. on ch. 73 Daggett, Calif. (KRCA ch. 4 Los Angeles, Calif.).

WHFS(FM) Bethesda, Md.—Granted relinquishment of negative control by each William A. and Margaret B. Tynan (as family group) and Robert J. Carpenter through sales of stock by High Fidelity Bcstrs. Inc. to G. Franklin Montgomery and five others.

KLEI Kailua, Hawaii—Granted acquisition of positive control by Jack Latham through purchase of stock from Jerry Neville.

WINQ Tampa, Fla.—Granted acquisition of positive control by Rand Bcstg. Co. through purchase of stock from Richard M. Seidel, Robert A. Weiss, Eugene A. Jaffee and Harold H. Meyer.

WALO Humacao, P. R.—Granted assignment of license to Ochoa Bcstg. Corp.

KCKC San Bernardino, Calif.—Granted involuntary assignment of licenses to Crules R. Cheek, trustee.

WYNZ Windermere, Fla.—Granted assignment of cp to Louis E. Latham tr/as Orange County Bcstg. Co.

WVOL Berry Hill, Tenn.—Granted license covering installation of auxiliary trans. for auxiliary daytime and alternate main nighttime.

***KRVM(FM) Eugene, Ore.**—Granted cp to install type exciter unit in present type trans. and specify type trans. as composite; condition.

KNDX(FM) Yakima, Wash.—Granted cp to replace expired permit for fm station.

WMFJ Daytona Beach, Fla.—Granted cp to install new trans.

KPEN(FM) San Francisco, Calif.—Granted cp to make changes in transmitting equipment.

WLOL-FM Minneapolis, Minn.—Granted mod. of SCA to change programming format.

WNBC New York, N. Y.—Granted mod. of cp to install auxiliary ant. utilizing section of top westerly guy of main ant.; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act and without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

WNLC New London, Conn.—Granted mod. of cp to make changes in ground system and change type trans.; condition.

WDJS Mt. Olive, N. C.—Granted mod. of cp to change studio and trans. location.

WBNS-FM Columbus, Ohio—Remote control permitted.

WHLS Port Huron, Mich.—Remote control permitted.

Actions of August 3

WSAI Cincinnati, Ohio—Remote control permitted while using non-directional ant.; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act.

KGPC Grafton, N. D.—Granted cp to increase daytime power from 250 w to 1 kw and install new trans.; remote control permitted; conditions.

KDLM Detroit Lakes, Minn.—Granted cp to increase daytime power from 250 w to 1 kw and install new trans.; conditions.

KBMN Bozeman, Mont.—Granted cp to increase daytime power from 250 w to 1 kw and install new trans.; conditions.

WPRE Prairie Du Chien, Wis.—Granted cp to increase power from 500 w to 1 kw; condition.

■ Granted licenses for following am stations: WZST Tampa, Fla., and KATN Boise, Idaho.

■ Granted licenses covering increase in power and installation of new trans.: WPCC Clinton, S. C.; WREV Reidsville, N. C.; KOYL Odessa, Tex.

WMRB Greenville, S. C.—Granted license covering installation of old main trans. as auxiliary trans. daytime and alternate main trans. nighttime with remote control operation.

KGIL San Fernando, Calif.—Granted license covering use of old main trans. (main trans. location) as alternate main trans. nighttime hours and daytime when operating on 1 kw.

WPFA Pensacola, Fla.—Granted cp to change ant.-trans. and studio location, make changes in ant. and ground system.

KONG-FM Visalia, Calif.—Granted mod. of cp to change type trans.; condition; and extension of completion date to Sept. 15.

Actions of August 2

Monument Tv Inc., Monument, Ore.—Granted cp for new vhf tv translator station on ch. 10 to translate programs of KTVB (ch. 7) Boise, Idaho; condition.

Spanish Valley Community Tv Assn., Moab, Utah—On own motion, set aside July 24 action granting application for new vhf translator station on ch. 7 to translate programs of KUTV ch. 2 Salt Lake City, Utah, via ch. 9 Green River, Utah.

Nile Valley Tv Assn., Nile Valley, Wash.—Granted cps for new vhf tv translator stations on chs. 7 and 6 to translate programs of KIMA-TV (ch. 29) and KNDO (ch. 23) both Yakima, Wash.; conditions.

KDVR(FM) Sioux City, Iowa—Granted SCA on multiplex basis.

■ Granted cps for following new vhf tv

Continued on page 103

SALES

UNITED STATES DISTRICT COURT, SOUTHERN DISTRICT OF NEW YORK, In the Matter of GUILD FILMS COMPANY, INC., Bankrupt, In Bankruptcy #60B748, Pursuant to an order dated July 24, 1961 made by Hon. Herbert Lowenthal, Referee in Bankruptcy, Daniel Glass, Trustee of said Bankrupt will sell at public auction, by said Referee, at Room 1601, in the United States Courthouse, Foley Square, Manhattan, New York City, on August 15, 1961 at 2:00 P.M., free and clear of all liens thereon, which will be transferred to the proceeds of sale as provided in said order, the four motion picture film series produced for television showing, known respectively as "Telephone Time," "Passport to Danger," "Racket Squad," and "Code 3," herein called the "Telefilms," and all rights, privileges, property and materials relating thereto. Separate sales will be held of (a) all Telefilms properties held by Pathe Laboratories, Inc. (b) all Telefilms properties held by Consolidated Film Industries, a division of Republic Corporation (c) all Telefilms properties held by Bonded Film Storage, a division of Novo Industrial Corporation (d) all Telefilms properties held by Precision Films Laboratories, Inc. (e) all Telefilms properties held by J. Julius Levy and John F. Murphy as co-trustees of Hal Roach Studios (f) all rights and privileges of every kind whatever in the "Telephone Time" series (g) all right and privileges of every kind whatever in the "Passport to Danger," "Racket Squad" and "Code 3" series. Each successful bidder will be required to make payment in full at the sale by cash, or certified or bank check.

Nathan B. Fogelson
Attorney for Trustee
521 Fifth Avenue
New York City

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Help Wanted—Management

General manager. Pennsylvania station. State past employment and references. Pertinent billings history. Run station as your own. Man we want is strong on sales. Compact staff to work with in 12 year old station. Replies to Box 466G, BROADCASTING.

Manager for kilowatt in 5,000 southern community. Prefer first ticket man for economy reasons. Must have proven sales and announcing ability. Chance to earn interest in ownership. Station now breaking even. Box 557G, BROADCASTING.

General manager for new southern radio station in growing small town market; excellent opportunity for young man with experience in sales, production, news. Profit sharing. Write fully. Box 566G, BROADCASTING.

General manager with local, regional and national sales ability. Absolute know-how, experience necessary. Take complete charge of operation. Guaranteed salary in five figures. Station in urban area of top 25 markets, expecting power increase this year making it equally competitive with all others in market. Send complete resume to Box 577G, BROADCASTING.

Manager strong on sales for new major market northeastern station. Unusual opportunity to grow with new group owned station. Box 591G, BROADCASTING.

Southern group—top-rated metro stations—expanding—seeking two potential managers as salesman—30-40, married. Guarantee—moving—rapid advancement for creative producer—area applicants preferred. Send photo—resume. Box 629G, BROADCASTING.

Sales

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Wanted: Salesman for outstanding fm station in middle Atlantic market. This station is one of the leaders in area. Chance for great opportunity to advance in a successful operation. Send complete resume at once. Box 622G, BROADCASTING.

Salesman. Dominant station major midwest market. Must be creative, aggressive and intelligent. A real hustler. Good background. Potential $18,000.00 upward for right man. Box 550G, BROADCASTING.

Only station in mid-west city of 20,000 needs clean cut salesman to complete sales staff of three. Box 572G, BROADCASTING.

Sales representative for new northern Connecticut local radio station. Growth potential. Write Box 585G, BROADCASTING stating qualifications.

Salesman wanted by very successful metropolitan eastern radio station. Chance for the right man to make very good money. Only man with successful past records and references. Send complete resume and when available. Box 623G, BROADCASTING.

High rated Boston station offers conscientious salesman $200 weekly. Agencies and direct list. End of first year you should be making $300 weekly or we sever connections. Box 646G, BROADCASTING.

Salesman, experienced wanted for expanding organization. Future management possibilities for strong local salesman with excellent draw and commission. Box 616G, BROADCASTING.

Help Wanted—(Cont'd)

Sales

California—Top salesman wanted, handle agency and large retail. Salary and commission. By outstanding Negro station in prosperous San Francisco Bay Area negro market. Conway, KDIA, Oakland, California. References, full background.

Alaska, salesman for radio/tv and Muzak wanted, small market, salary and commission, write KINY, 231 S. Franklin St., Juneau, Alaska.

Manager for fm station in connection with successful am. Excellent opportunity with assured income. Prime duties in sales and promotion. WISM, Madison, Wisconsin.

In Michigan's leading market for business activity, daytime net affiliate adding salesman, 25-35, with at least 2 years experience. Salary plus commission. Michigan-Indiana men preferred. Personal interview required. Contact General Manager, Mr. Butler, WKLZ, Kalamazoo.

One or more salesmen for our Alaska stations. Must be experienced selling promotional radio in metropolitan markets where rate is much higher than competition. Salary and bonus makes good earning possible. Growing organization gives excellent chance advancement. Apply Doc Pournelle, Radio Anchorage Inc., Box 1960, Anchorage, Alaska.

Good salary, plus commission on every dollar, insurance benefits, business expense reimbursement, other benefits for experienced, energetic advertising salesman with future in mind. Organization owns several radio stations and builds several stations as consultants annually. Openings, Denver and other intermountain cities immediately. Promotion to sales manager and manager based on proved success with us. Send complete resume to North America Broadcasting Company, 366 South Fifth East, Salt Lake City, Utah.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Talented personality jocks needed for top chain. Must be able to deliver top job in our top markets. To be considered send air-check and resume today to Box 919F, BROADCASTING.

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume, Box 962F, BROADCASTING.

Staff man; sports, other broadcasting, news and commercial writing. Extensive sports program possible. Experience necessary. Box 507G, BROADCASTING.

Announcer—First phone, no maintenance. Western Pennsylvania. Good opportunity for a beginner. Forward tape, resume and photo. Box 555G, BROADCASTING.

Top fm station in 100,000 market wants mature announcer-newsman with good voice and wide knowledge of music. College graduate preferred. Good pay for right man. Box 593G, BROADCASTING.

Wanted: immediately! A versatile announcer capable of handling a 3 hour radio and 4 hour tv shift daily. Must be able to do a selling job on air, and on-camera. Start $80.00 for 44 hours. Send complete resume, tape and recent photo. References will be thoroughly checked. Program Director KAVE-TV, Carlsbad, New Mexico.

Help Wanted—(Cont'd)

Announcers

Pennsylvania fulltimer needs an announcer with at least two years experience. Must be good board man. Start $85 a week with regular raises. Interview necessary. Send tape and resume to Box 644G, BROADCASTING.

Want to finish college? . . . part-time announcer wanted for top independent in state college town of 13,000. Good pay enables right man to complete college studies. Minimum 1 year experience necessary. Send tape, resume, picture to Bob Templeton, Program Director, KAYS, Hays, Kansas.

Expanding Staff: Need experienced announcer—salesman—good salary plus commission. KGRL. Bend, Oregon.

Top 1st class ticket combo man needed for early morning. Top salary to top man. Send tape, resume, requirements to W. E. McClenahan, KHAK Radio, 202 S.G.A. Bldg., Cedar Rapids, Iowa.

Announcer. Sports helpful. KVRH, Salida, Colorado.

Announcer-salesman September 1 for sparkling sound station forty miles northwest of Washington, D. C. Salary and commission. Send tape, resume and recent photo to Dick Lee, WAGE, Leesburg, Virginia. All references will be checked.

Can you announce with a bit of excitement formula style . . . handle men . . . write copy . . . have ideas in programming? We're looking for a future pd . . . tell me what you can do. I'll tell you what I can do for you. Contact Bob Michael, Manager, WATS, Sayre, Penna. (A lovely area!) Turner 2-2401.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Opening September 1st. WCNL, Newport, New Hampshire.

Permanent position for combo man with first class ticket. Some experience expected. Established stations. Mr. Bill, WIMS, Michigan City, Indiana.

"I want a morning man who is 'only great'. PD position if able. Qualifications: Must be literate (know how to read); have voice; and 1st ticket—no maintenance. Rush tapes, photo and resume to WQSR, 1020 Hiawatha Blvd. West, Syracuse 3, N. Y.

Combo man. Announcer with first phone. Maintenance a must. WRUM, Rumford, Maine. Send tape, resume to M. L. Stone, Lobster Network, Columbia Hotel, Portland, Maine.

Experienced announcer for modern format, production minded station in pleasant community of 20,000. We're number one in area, want man to help us stay that way. Rush tape, info . . . or call WSPT, Stevens Point, Wisconsin.

Good announcer with first phone, capable of routine maintenance ideal working conditions with adult station in southeast Florida. Resort area. $450 monthly plus free waterfront home. WSTU, Stuart, Florida. Les Combs.

Announcer-copywriter. Small Virginia town, but regional operation. Personal interview necessary but first send tape, photo and resume to WSVS, Crewe, Virginia.

Combo am personality and copywriter needed for modern music station in small but pleasant market. Contact Bob Michael, WATS, Sayer, Penn. TUrner 2-2401.

Help Wanted—(Cont'd)

Announcers

Wanted: Combination announcer-engineer with first-class ticket. Excellent opportunity. Furnish resume, references and salary required to P. O. Box 1050, Roanoke, Va.

Rand Broadcasting Company — WINZ, Miami. WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Fall target date—Class IV, small market, Need community minded c.e./announcer. Sales if desired. Salary and resume first letter. Ward Broadcasting Co., Sonora, Texas.

Technical

5 kw—Virginia—1st. Ticket—give full details and references. Box 483G, BROADCASTING.

Chief engineer for unusual directional station. Chain operation. Man selected will serve probationary period at another station. If qualified, will assist in installation of new station, and assume duties of chief engineer upon completion. If not thoroughly experienced, don't answer this ad. Send resume, salary expected, and references to Box 576G, BROADCASTING.

Immediate opening for combination engineer-announcer on Kentucky station. Must be fair announcer and able to handle routine maintenance. Permanent, fulltime position. Also will need announcer by Sept. 15. Send tape, resume, references, phone number, salary requirements. Box 587G, BROADCASTING.

Chief engineer—strong on maintenance. Must have excellent references. Good southern community. Box 601G, BROADCASTING.

Chief engineer. Capable maintaining am-fm operation. N. Y. metropolitan area. Box 610G, BROADCASTING.

Wanted, first phone for transmitter watch, no experience necessary. Box 620G, BROADCASTING.

Wanted: A first-class engineer for station maintenance. WABO, Waynesboro, Mississippi, 250 watts, daytime and night.

Poughkeepsie, New York 5000 watt WEOK, needs first phone combo men—basic technical slot—limited air work—excellent chain opportunity. Fred Brill, WEOK, Grover 11500.

Needed immediately. Chief engineer, heavy on announcing for progressive daytimer. Salary to match qualifications. Reply WFAG, Farmville, N. C.

Chief, ticket—experience required, details to WJBW, New Orleans.

Production—Programming, Others

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 918F, BROADCASTING.

Local newsman wanted for one of the finest small market operations in the midwest. This is not a job for recent graduates or so called local newsmen whose main job has been looking at the police blotter and taking news handouts. Good air delivery is essential but the pear shaped tones must be backed by several years news experience and the maturity, dignity and stature expected of a leading citizen in our community. Long hours and hard work are also included along with the pay check. The salary is open but you must be worth at least $500 per month. If you're over 30 years of age with at least 4 years of intensive local news work and would like to settle down and join the staff of a good radio station, let's talk it over. J. A. Sheperd, KNCM, Moberly, Missouri.

Help Wanted—(Cont'd)

Production—Programming, Others

Traffic director, large, midwestern network station. Must be mature, very professional. Write with complete resume, references, photo to Box 515G, BROADCASTING.

Newsman with copywriting experience. $400 per month start, KBRZ, Freeport, Texas.

RADIO

Situations Wanted—Management

Background includes commercial management, sales representative for multiple ownership, programming. Twelve years radio experience, college education, married. Seeking general manager's position with well established organization either in U. S. or abroad. Box 545G, BROADCASTING.

Think! Is loyalty, integrity, quality, experience important to you? I offer this service. Modern radio concept with quality management, programming and sales. 20 years experience. Box 554G, BROADCASTING.

Fifteen years experience announcing, programming, sales, management. Plenty saleable ideas. Prefer Rocky Mountain or southwestern states. Personal interview on request. Box 568G, BROADCASTING.

Selling GM with sound judgment, an outstanding sales and profit record, and conviction that success must be built upon excellence in community service, desires move to southwest. Can bring top-flight program director and news director. Small-medium market. Strict percentage. Box 602G, BROADCASTING.

Looking for the opportunity of managing your station. Good references. A-1 credit rating. Family man. 8 years in sales with management experience. Prefer small market. Box 605G, BROADCASTING.

Make calls, make sales, salesman desires manager experience toward goal, station ownership. Sacrifice for opportunity. Will be selling manager, not armchair. Likeable, have great program idea. Prefer west. Ivan, 3106 Kingston Ave., Napa, Calif., Baldwin 4-0954.

Sales

Small markets-midwest-west, salesman wants work plus investment, billing $3000 now, experienced news, announcing, Radio major, 30. Box 588G, BROADCASTING.

Commercial manager that sells, 20 years experience, excellent references, sales record. Presently employed but desires change. Prefer, Florida, southeast, southwest, independent. Box 615G, BROADCASTING.

Announcers

Staffer-combo experience in large northeastern market, now a student, seeking weekend employment within 200 miles of Boston. Box 323G, BROADCASTING.

Negro announcer available soon. Desires major market. However will consider smaller market with opportunity. Box 489G, BROADCASTING.

Ayem dj—Long wearing variety. Top competitive ratings. PD experience. Sales interest. East-near midwest. Interview. 33, family, best references. Box 425G, BROADCASTING.

Announcer-disc jockey-newscaster, experienced, tight board, bright sound, informative, married. Box 475G, BROADCASTING.

Young veteran, seeks start small station. Some college, resume, tape available. Box 523G, BROADCASTING.

Broadcasting school graduate wants position. One year experience. Good on news and music. Emphasis on jazz, big band. Box 541G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Nobody's perfect! Floater, boozer, lazy, argumentative, undependable, non-humorous. No jazz or night shifts. Liar. 3rd class. No maintenance. Box 558G, BROADCASTING.

Jazz F. M.ers! D. J. 9 years experience. College BA. 3rd class. Soft sell and humor. 'Satchmo'—Torme voice. Salary unimportant! Box 559G, BROADCASTING.

Personality d.j. newscaster, experienced, fast format, not a floater. Box 560G, BROADCASTING.

Experienced announcer-1st phone desires permanent position with responsible station. Box 563G, BROADCASTING.

Well trained young man desires opportunity to prove ability. Good voice, flexible style, cooperative. Tape, resume. Box 565G, BROADCASTING.

One of southeasts' leading sportscasters available soon. Play-by-play basketball, football, and baseball, disc chores as well. Only sportsminded operation considered. Shall we dicker. Box 569G, BROADCASTING.

Experienced announcer—Salesman, young family man. Desires change in location. Box 570G, BROADCASTING.

College student—part time announce in Chicago area, board, good music. Want air time work for peanuts. Box 575G, BROADCASTING.

Right hand man leaving army Nov. 3 wants work as engineer, announcer, news, pd, some sales, what-have-you. Prefer Wisconsin or midwest but will consider any friendly, active town. Building new station? Early out considered. Box 580G, BROADCASTING.

Available after Sept. 1, Los Angeles area; Classical am/fm of fine arts desired. Third. Box 581G, BROADCASTING.

Smooth, mature, experienced, network quality announcer seeks position with well organized operation. Available immediately. Will relocate. 26. Married. Salary open. Box 583G, BROADCASTING.

Pleasant, relaxed for adult audience. 4 years experience. Knowledge tasteful music. Box 584G, BROADCASTING.

Happy sound, personality dj. Experienced in sales, management, copywriting, programming, play-by-play, desires job offer in small or medium market if you have permanent position. Box 590G, BROADCASTING.

Good voice for good music, creative professional, know music production, news, 10 years radio-tv 3 major markets. Request personal interview. Northeast. Box 596G, BROADCASTING.

Sports director football, basketball, baseball play-by-play excellent references. Box 603G, BROADCASTING.

Announcer, dj 7 years experience, knows music, tight production, family. Box 604G, BROADCASTING.

Versatile announcer seeks beginning—emphasis on sportscasting; play-by-play. Authoritative, network style delivery. Sports and music experience, college degree plus announcing training. 27, mature, intelligent, good appearance, excellent references. Box 606G, BROADCASTING.

Single girl wanted as partner. Comedy-d.j. Box 611G, BROADCASTING.

Versatile experienced announcer desires change. Veteran, 25, married D.J., news, production, tight board. Box 612G, BROADCASTING.

Football, basketball, baseball play-by-play broadcaster, accurate, colorful; creative studio radio-tv shows; 12 years experience, employed, family man. Box 613G, BROADCASTING.

Announcer-deejay, 25, married, veteran, 8 years experience—Tight board—presently employed. Third ticket—$125,00. Box 102G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer; dj newscaster; experienced, control board, operator, want to settle. Box 633G, BROADCASTING.

First phone experienced announcer very desperate for Texas-Oklahoma market. Box 626G, BROADCASTING.

Young announcer—not screaming r&r man, seeks staff job in N. Y. state or Connecticut, tape, resume on request. Box 631G, BROADCASTING.

Microphonitis victim! Will welcome any curers, anxious to gain practical experience as dj. Pliability only one of my assets. Married but willing to travel anywhere. Box 632G, BROADCASTING.

Deejay—negro—some experience, pleasant voice, willing learner, prefer south, board operation. Box 634G, BROADCASTING.

Midwest. Have recently left, want return. Nine years of solid references. Know formula and standard radio. Veteran with college. Finest of background. Operate board. Box 637G, BROADCASTING.

Swinging California dj desires location with sensible cost of living and need for top sound. Box 636G, BROADCASTING.

Experienced, married—would like to settle down—dj, good ad-lib, run board, cut any show—excellent references. Box 639G, BROADCASTING.

Genuine personality for NBC community station. Good in-the-field reporting. Top tape editor. Handle staff. Box 648G, BROADCASTING.

Emphasis public affairs—minimum staff (versatile tho). Write, edit, mobile and tape reports. Tenure and growth essential. Box 649G, BROADCASTING.

1st phone, anywhere, tape available, prefer East. Box 905, Lamar, Colorado.

Experienced 1st phone, but beginner announcer, wants combo work, Chicagoland area. Box 3012, Chicago 54, Illinois.

Young negro announcer-dj, 5 years of experience, not afraid of hard work, willing to relocate, salary open. Edward Green, 265E. Columbia, St., Hempstead, L. I.

Check my format—Bachelor Degree Radio TV production—three year's college radio—one year selling experience—First phone—veteran 1Lt army—26, married—Prefer combo, news, sales—state salary. Jim Little, 1907 Prevost, Ft. Worth 16, Texas.

First phone dj. 1 year of experience, hard worker. Prefer top 40. Rick Moore, 1537 Hobbs, Farmington, New Mexico, EX 3-3909.

1st phone announcer-three years, all phases. Florida native. Prefers home state. Call Tut Walker, 64-3442 Tampa.

Attention medium or large markets. Need one or two d.j.'s? Program director-production managers to make you number one? Johnny York-Bob Mitchell, 231 Montgomery, Bogalusa, Louisiana. RE 5-1355

Technical

First phone—dependable, 37, single, good maintenance, SRT grad, sober, seeks Virginia, Kentucky area, available immediately. Box 820F, BROADCASTING.

FCC 1st class license thorough background in all aspects of the techniques of broadcasting. Box 531G, BROADCASTING.

Engineer—experienced first class—write Box 552G, BROADCASTING.

Missouri, Arkansas applicants. Engineer-announcer with 10 years experience would like to help plan and build a new am. Box 553G, BROADCASTING.

Chief engineer, announcer, technical graduate, young, family, maintenance. Will consider all offers, including tv. Box 567G, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Experienced disc jockey. Bachelor, age 37, has car. Prefers mid-day shift. First class licensed. $110 week. Good references. Knows music. Box 621G, BROADCASTING.

Free—$45,000 worth of 16mm cameras, lab & sound equipment, when under supervision of competent film & visual director. Over 20 years independent supplier of visual & film service to industry, govt. education & tv. Writer desires to head and operate visual service for responsible organization. Box 624G, BROADCASTING.

Young, married engineer w/1st phone looking for position as responsible or chief engineer. Richard Aronson, 41 Second Avenue, Kingston, Penna. Bu 8-5918.

Five years Florida Highway Patrol Communications; eight years broadcast combination. Directional. Chief and pd with healthy operation expecting work, modern sound, technical conscience and ability. Available end August. Larry Kay, 1101 Alford, Fort Collins, Colorado. HU 2-0235.

Have first ticket, little experience in tv. Write Byron Kuenzel, 333 North Side, Havre, Mont., or phone 265-6539.

First phone, 16 years experience in maintenance of various types of electronic equipment. Would like employment at broadcast station in western N. Y. or N.W. Pa. Bill Remington, Panama, N. Y.

Production—Programming, Others

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 125G, BROADCASTING.

Sales 4 years, sales management 2 years, general management 5 years. Medium and large markets. Air, copy, sales, presentations, promotions, editorial writing throughout the 11 years. No starry eyed ambitions for the manager's desk — I've been that route. Want to do what I enjoy the most and do the best: programming and production. Long on soft-sell personal air approach. Communicator not pitch-man. References. 35. Family. No small markets. Want west. Box 490G, BROADCASTING.

European born married man, 30, masters degree in Political Science is looking for rewarding position in news with progressive radio-tv station. 4 languages and fluent knowledge of current news stories, write Box 538G, BROADCASTING.

News director, Newsman, nine years radio-tv, presently news director #1 station, million market. Write, report, air. Ball of fire in newsroom or on beat, plus top quality delivery. Box 556G, BROADCASTING.

Big Brother is watching your station! Creative copy in good taste. Any offer anywhere. Family. Presently employed. Box 573G, BROADCASTING.

Gal ratio-tv writer: Top radio writing-production experience, promotion, public relations, programming, key account servicing. Phone: Evenings JE 5-4199, St. Louis. Box 594G, BROADCASTING.

Newsman: desires radio or tv station alert to news. Experienced as radio news director. RTNDA. Employed, veteran, degree. Also news photographer, guarantee quality in newsfilm. Single, will move anywhere for good opportunity, references. Box 595G, BROADCASTING.

Newsman's newsman; one of few. 10 years radio-tv, college, married, pro-delivery, gather, re-write. Northeast. Box 597G, BROADCASTING.

Available immediately! Announcer-award winning reporter-salesman. Experience all phases! Program-news director experience. Some tv, desires return to industry via active station. Married. College Grad. Box 607G, BROADCASTING.

Experienced newsman-program director seeks change in midwest. Ten years in radio, married. Box 608G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Fully experienced California jockey can program your station to top of any market. Prefer east. Box 635G, BROADCASTING.

Program director and top production man, eight years experience, now available. Box 643G, BROADCASTING.

Free and ready to work for your station program director—news editor, d.j. Fifteen years solid experience in every phase of broadcasting. Some tv news. Just completed 12 years with last employer. Hard, dependable, worker, well liked, well known, with big ratings produced in two of America's most important markets. No desk job, prefer radio, television operation. If your looking for a permanent employee let me air mail you a resume. Box 645G, BROADCASTING.

Electronic advertising specialist in "Electronic" industry from time they called it "radio." Controlled and promoted sales running to 7 figures; now relocating California. Well known in industry. Proven specialist in sales, merchandising, promotion with electronic mfrs. Seasoned in advertising and marketing. Age 37. Please write 3580 Multiview Drive, Hollywood, California.

Girl Friday—plus some mike—wants small market in or around Iowa. Excellent references. Judi Hill—3123 East Lake Street, Minneapolis 6, Minnesota.

News/sports/dj. Good. Gather, write, edit, deliver news. Play-by-play. Excellent air man, clever commercial production. 23, military complete, 10 European countries. Champion athelete, Broadcasting school grad, Madison Capital Times Newspaper correspondent. Good. Let management tell you! WRDB, Reedsburg, Wisconsin. Telephone: 400.

TELEVISION

Help Wanted—Management

Sales manager vhf station. Opportunity to become general manager. Fine chance for young, active sales manager to go forward with multi-owned station. Sales effectiveness important. Write Box 357G, BROADCASTING.

Sales

General manager—sales manager. Unusual opportunity for capable sales manager television experience to become general manager vhf station. Write Box 356G, BROADCASTING.

Alaska, salesman for tv/radio and Muzak wanted, small market, salary and commission, write KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Aggressive, experienced tv salesman to well established vhf in second largest market in Michigan. Good opportunity for the right man. Salary plus commission. Car furnished. Paid insurance. Send detailed information to WNEM-TV, Bishop Airport, Flint, Michigan.

Energetic, aggressive tv salesman must be ambitious and a worker. Radio salesmen who are top producers will be considered. Good money, big incentive in nation's tenth market, Washington, D. C. Station is independent and on the go. Here's your opportunity to get into Metropolitan Broadcasting. Send background, photo and detailed information to Mr. Gustafson, WTTG, Raleigh Hotel, Washington, D. C.

Announcers

Wanted—Announcer with strong accent on sports for "on-camera" air work. Fine opportunity with expanding vhf station in east. Send resume, photo and tape immediately to Box 287G, BROADCASTING.

Have opening for male MC of daily tv interview program. If interested, call for audition. Jerry Barnes. STate 5-1201. Springfield, Massachusetts.

Help Wanted—(Cont'd)

Technical

Wanted—Experienced transmitter supervisor for New England tv station. RCA equipment, mountain top location. Box 511G, BROADCASTING.

Wanted: Engineering supervisor for maximum power VHF station in upper south. Must be experienced in studio, transmitter and Ampex videotape—others need not apply. Send complete resume to Box 574G, BROADCASTING.

Chief engineer new UHF ETV Station Schenectady, N. Y. FRanklin 4-2991.

Winter replacement with maximum power vhf in growing warm winter recreation and agricultural area. Tv studio transmitter maintenance operating experience desired but serious consideration given technically qualified experienced radioman earnestly wanting tv opportunity. Permanent opening September 1 or sooner. Call collect State 6-8311 or write Leavenworth Wheeler, Chief Engineer, KIVA, Yuma, Arizona.

Vacancy for television engineer. Experienced desirable but not absolutely necessary if you have radio background and willingness to cooperate and work. Good working conditions. Manager, KSWS-TV, Roswell, New Mexico.

TV engineer—Leading station has opening for young man with first class license. Desirable have some experience both transmitter and studio equipment, and ability learn quickly under guidance chief engineer. Efficiency apartment available for single man if desired. WSAV-TV, Savannah, Ga.

Studio technician. Experienced. Scale to $8850. Send references and resume to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Broadcast equipment sales engineers—West Coast and East locations; restricted territories; wonderful opportunity for men qualified technically and with sales ability. Contact E. M. Sears, Box 62, Bloomington, Indiana.

Technical supervisor. Experienced in all phases of operation and maintenance. Scale to $9500. Send references and resume to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Production—Programming, Others

Newsman - photographer experienced in gathering and writing news. Box 509G, BROADCASTING.

Opportunity for alert newsman who can gather, write and voice news. Box 510G, BROADCASTING.

Help! Traffic director-tv station; immediate opening; contact E. M. Sears, Box 62, Bloomington, Indiana.

TELEVISION

Situations Wanted—Management

Experienced, mature, hard working salesman desires position with progressive tv station. Can offer experience in all phases of tv. Sober, reliable, all offers considered. Will travel. Box 598G, BROADCASTING.

Attention presidents and stockholders of television stations. General manager available . . . 15 years experience in radio and television sales and management. Now vice president for sales and production. Have the know how to increase sales and profits. Experienced in management . . . sales . . . production . . . film buying . . . and all phases of television operation. Have increased sales here over 30 percent in last year . . . Reason for leaving neither salary or working conditions but for family. Contact Box 609G, BROADCASTING.

Over 11 years major media sales. Last 5 plus top billing salesman eastern VHF. Experienced all phases of sales—local-regional national. Desire sales management opportunity with eventual chance to move higher. Box 578G, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Executive-type salesman experienced in major and medium sized markets interested in sound, permanent conection. Presently employed with six years television sales and ten years radio sales and management. Mature, married, sober. Excellent record with best references past and present employer. Box 589G, BROADCASTING.

Now top billing salesman medium size vhf staff, desire to become same in larger market. Heavy communications background, all sales. Experienced all levels of presentations. Box 579G, BROADCASTING.

Account executive, top billing record. Want good five figure potential sales manager's position. Thorough experience tv programming, local and agency sales. Best references. Box 650G, BROADCASTING.

Announcers

Sports director. 14 years radio-television. Excellent play-by-play football, basketball, baseball. Top interviews. Special events. Tapes, S.O.F. available. Best references. Box 526G, BROADCASTING.

The honeymoon is over! Announcer, now tv, 11 years experience including news; remote radio studio manager (sales, copy, service) wants administrative/managerial opportunity. Box 642G, BROADCASTING.

Technical

Two years exp, 15 months control room oper, 9 months transmitter engineer, tech school grad, vet, seeking permanent position. Box 472G, BROADCASTING.

Man available end of September for either a chief engineer's or assistant chief's position whose prime qualification is the ability to operate the engineering department smoothly on the least money possible. 20 years of television and radio engineering. Salary open. Box 514G, BROADCASTING.

One of the top engineers in the tv industry. Years of experience in all phases of tv technical operations. Good leader, fine administrator. If you need top technical administration write Box 516G, BROADCASTING.

FCC 1st class license, thorough background in all aspects of the techniques of broadcasting. Box 640G, BROADCASTING.

25 continuous years radio, recording, television. Forte; network television audio. Speak French. German. Have licenses, resume. Box 647G, BROADCASTING.

Production—Programming, Others

Eleven years all phases of sports broadcasting, emphasis on play-by-play, desire first or second position in major sports operation. Married, 34, college, veteran. Box 479G, BROADCASTING.

Would 11 years radio experience—including 4 years sales, 2 years sales management, 5 years general management—be of value to your station? Fully experienced all phases: air, copy, sales administration, presentation. No covetous eye for the manager's office—I've been there. Want to do what I enjoy the most and do the best: programming and production. Long on and successful with interviews, commentaries, panels—any programming with people. Communicator not pitch-man. References. 35. Family. College graduate (if that's important). Want west. Box 491G, BROADCASTING.

N. Y. experience in all phases of radio and tv., director and producer, college graduate, FCC 1st class. Box 534G, BROADCASTING.

Award-winning promotion! Award-winning promotion man, currently in top ten market, seeks similar position in south or west coast. Winner of promotion awards from all three networks! Eight years radio-tv, newspaper and college pr background. Journalism degree. Box 562G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Director-producer. 39, married, employed. 14½ years radio-tv production. Personal interview and resume upon request. Interested VTR. Contact Box 564G, BROADCASTING.

Solid tv newsman, six years top ratings major market. Best employer references. Box 628G, BROADCASTING.

Children's personality and recording star available, with a proven successful show with ratings from 15-20 and with sponsors national and local. My show is a live audience participating kids program that provides wholesome entertainment for all the family. Recently completed 4 years of daily shows at 5 p.m. on channel 13, Cadillac, Michigan. Did same 4 years on WHIO-TV in Dayton, Ohio and 2 years on the Crosley TV Network at WLW in Cincinnati. Also interested in acting as m.c. for your cartoon packages or a country music adult show. Married, family man, age 34 with excellent references. Will relocate anywhere, any size market. For more information, write on phone Kenny Roberts "The Jumping Cowboy," R.R. #1, Cadillac, Michigan. Prospect 5-3929.

FOR SALE

Equipment

Used 50 kw transmitter, Western Electric type 407A-4 in good condition with spares. Priced at less than one-fourth cost of new transmitter. Can be handled with as little as 10% down. Box 192G, BROADCASTING.

Clean G. E., 3kw fm transmitter ready to go on air, bargin at $3000. Box 295G, BROADCASTING.

Transceivers: 2 Link 10 watt units for 170 mc. Antennas, AC supplies. Best offer. Box 399G, BROADCASTING.

Ampex 300-2C's, matched pair, 3¾—7½ ips modified for 14" reels, two channels. Box 614G, BROADCASTING.

Gates ST101 spot tape used less than one year, excellent condition $700.00. 23C WE console for production room $75.00. GN Presto recorder $100.00 KGBC, Galveston, Texas.

WLUK-TV, Green Bay now constructing tallest tower in state, and as result offers for sale present tower two years old, excellent condition. 800 ft. plus, designed to go to 1500 ft. if necessary. Contact R. W. Grandle, Box 549, Green Bay, Wisconsin.

"News wagon—1959 Chevrolet—complete with fm two-way Motorola 60 watt base station and 30 watt mobile crystal controlled police radio, revolving domelight, speakers, many extras, excellent condition. Price $2,750.00, WRVM, Rochester, New York."

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Recording studio liquidation: Ampex 350 console; Ampex 351 portable; and Presto 6N lathe for sale individually or in package. Excellent condition . . . priced right. Active Radio Company, Box 3, Goshen, Indiana.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

FOR SALE

Equipment—(Cont'd)

Am. fm. tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Television transmitter, RCA type TT-11AH, Channels 7-13, latest model. Hammett & Edison, Consulting Radio Engineers, P. O. Box 68, International Airport, San Francisco 28, California.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Electron tubes . . . World's most select inventory. Over 5000 types of broadcast and special purpose tubes and semi-conductors available from stock. Specialists in transmitting and tv camera tubes. State Labs Inc. (Dept. GB), 215 Park Ave. South, New York 3, N. Y.

WANTED TO BUY

Stations

AM radio station small market, prefer Texas or Oklahoma, 250 to kw station in the black. Replies confidential. Box 600G, BROADCASTING.

Equipment

Maurer recording amplifer and power supply to work with model I Galvo in GP1 kinescope recorder. Box 630G, BROADCASTING.

13 and 22 inch consol cans, also Master monitors, and power supplies. DuMont 2 camera 10 chain. KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Cash for good used thousand watt transmitter. Send complete details WMRE, Monroe, Georgia.

Console, Consolette state make, model, condition, price first letter. WTSB Radio, Lumberton, N. C.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road. Kansas City 9, Missouri.

INSTRUCTIONS

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California. Classes September 18 and October 30.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Proof of performance made easy! 10 year supply of forms for recording FCC required data for $5 postage paid. Check or money order to Box 470G, BROADCASTING.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

BUSINESS OPPORTUNITY

Capital wanted ($25,000) for 25% of stock. For additional equipment and operating expenses. Top 10 market, new class B. FM, high power, excellent potential. May participate in management. Box 316G, BROADCASTING.

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Management

SALES MANAGER

Thoroughly experienced in AM operation. Know sales. Take responsibility. Must be a hustler. Opportunity to move into management quickly. East coast. Good small market.

Box 397G, BROADCASTING

RADIO

Help Wanted—Announcers

WQAM

Miami, Florida

News Man with deep voice, must be able to handle dj show. Send resume, tape to:

Jack Sandler
WQAM
duPont Building
Miami, Florida

RADIO

Situations Wanted—Management

DAYTIMER-ITIS

Severe case. Have been 14 years, same station. Last 7 as manager. 6 of 7 made money. Also located and was active in purchase of sister station daytimer and made it consistent money maker since purchase. Ready to leave the ulcers to the daytimers. Looking for full time "sick" indie that I can doctor into the #1 station in the area. I have the know how—how now do I get in contact with you? South or Southwest preferred.

Box 503G, BROADCASTING

FOR SALE

A 32-foot, 4 year old trailer that's fully equipped and air-conditioned; available for best reasonable offer. Original cost, $10,000. A proven money-maker in the past. Reason for selling; novelty impact fully exploited in this market. Details, contact C. J. Fitzgerald, WGBB, Freeport, MAfair 3-1240.

BEST REASONABLE OFFER!

Situations Wanted—(Cont'd)

Management

MONEY

Doesn't grow on trees, but I know a 50KW tree that could turn green overnight with right touch. You could weigh the money instead of counting it each month. Need financially secure backing and I'll do the rest.

Box 504G, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

DIRECTORS

If you get a thrill out of live, vital production. . . . If you want to be part of an aggressive, "heads-up" organization. . . . If you want to be a part of America's outstanding broadcast firm . . .

Apply
Box 477G, BROADCASTING

ATTENTION FILM DIRECTORS!

Large market prestige station interested in young, orderly, aggressive, experienced Film Director. Must have television station experience in organization, editing and management of Film Department.

Apply
Box 478G, BROADCASTING

TELEVISION

Situations Wanted—Announcers

Television announcer, considered best in medium market, desires relocate in East —Maryland to Mass. Eleven years radio and television. Excellent appearance, good voice, love of profession. Versatile but seeking staff position. Present earnings $160 weekly. Married, 30, college. Will send audio tape, photo, references. If still interested can arrange personal audition and interview.

Box 625G, BROADCASTING

Production—Programming, Others

TV PROGRAM MANAGER

Thirteen continuous years experience in TV Programming, Production, film Buying, Public Affairs, Sales and Videotape Production. Age 36, Married, Degrees, Top references, and available soon. Prefer aggressive VHF or Large Ad Agency position.

Box 592G, BROADCASTING

STATIONS - FOR SALE

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 934F, BROADCASTING

STATION FOR SALE

1 kw N. C. Station, new equipment and new building, highest of ratings, only one station in the market.

Box 551G, BROADCASTING
No Brokers

GEORGIA FULLTIME

Located South Georgia. Ideal owner manager set up. 1000 watts pending. Price $50,000.00 with $15,000 down. Balance over 5 years.

Box 571G, BROADCASTING

MIDWEST FM WITH MULTIPLEX

$13,000 down—$280 per month all new equipment.

Box 599G, BROADCASTING

CALIFORNIA COASTAL

Single market fulltimer in one of California's most desirable living areas. Owner-operator can make good living. Price including real estate is $150,000 with low down payment and ten year payout.

Box 582G, BROADCASTING

TV STATION FOR SALE

Western Kansas location, maximum power, CBS affiliate.

Box 586G, BROADCASTING

SMALL TOWN FLORIDA

Radio Station for sale, plus 65 acre wooded mountain tract in beautiful Smokies. Ideal for sub-division or summer camp site, adjoins recreational development. Fantastic possibilities. $75,000 cash. Terms available.

Write:
Box 618G, BROADCASTING

TWO STATION PACKAGE

75% interest in small Florida station and 35% interest lovely mountain town station. Southern Appalachians. $45,000 $15,000. Balance six year. Purchaser can manage either. Write:

Box 617G, BROADCASTING

Ala	single	daytimer	$ 75M	terms
Ohio	single	daytimer	120M	29%
Ky	single	daytimer	75M	20dn
Ariz	small	fulltime	75M	terms
N.D.	medium	regional	90M	29%
S.E.	medium	power	80M	22dn
Fla	medium	local	175M	29%
Calif	sub-metro	regional	100M	29%

And others

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SOUTHERN CALIFORNIA FULLTIMER Asking $55,000 with *$10,000 down.* 7 year payout. *"A GUNZENDORFER exclusive."*

LAS VEGAS, NEVADA. You can own a radio station in the "Glamour Capitol of the World" for $29,000 down. *"EXCLUSIVE."*

ARIZONA FULLTIMER. $220,000 with *$50,000 down.* A daytimer $145,000. 29% down.

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7 TV stations $150,000 to $4,000,000—34 Radio stations $35,000 to $500,000—2 metro FM stations $35,000 and $45,000.

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NORTH CENTRAL. Daytime. Did $55,000 past fiscal year. Asking $65,000. Terms. Exclusive.

CALIFORNIA. Exclusive. Full time. Well established. Doing $60,000. Asking $110-000. Includes real estate. Terms.

SOUTH. Top market. Asking $350,000. 29% down.

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HO. 4-7279

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MOSELEY ASSOCIATES
4416 Hollister Avenue., P. O. Box 3192
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MISCELLANEOUS

$500 REWARD

For information leading to the whereabouts of Professor Paradiddle. Last seen in Chicago area carrying umbrella and 12 x 14 street drum. Frequents radio stations and talks incessantly. Informants protected.
Write:
Box 619G, BROADCASTING

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ALL MAJOR U.S. MARKETS
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 96

translator stations: Devil Mountain Tv Assn. on ch. 9 Dyke, Colo. (KOB-TV ch. 4 Albuquerque, N. M., condition); Keyes Tv Assn. on ch. 12 Keyes, Okla. (KVII ch. 7 Amarillo, Tex., condition).

KJET Beaumont, Tex.—Granted acquisition of positive control by Leon S. Walton through purchase of stock from Paul E. Barbatoe.

■ Granted licenses for following am stations: WCTW New Castle, Ind., conditions; WSVL Shelbyvile, Ind.; WYSH Clinton, Tenn.; conditions.

■ Granted licenses for following fm stations: WGLM Richmond, Ind.; WKBV-FM Richmond, Ind.; WLOM Chattanooga, Tenn., WSEV-FM Sevierville, Tenn., WJCD-FM Seymour, Ind.; condition; WIBC-FM Indianapolis, Ind.

KNBC San Francisco, Calif.—Granted license covering installation of new trans. and specify trans.; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

WJZM Clarksville, Tenn.—Granted license covering increase in daytime power.

WVLK Lexington, Ky.—Granted license covering use of old main trans. as auxiliary trans. at main trans. location, employing DA-2.

KHQ-TV Spokane, Wash.—Granted cp to change type trans.

WMTW-TV Poland Spring, Me.—Granted cp to install auxiliary trans. at main trans. site.

KDES Palm Springs, Calif.—Granted mod. of cp to make changes in ant. system (increase height); conditions.

KNDR(FM) Des Moines, Iowa—Granted mod. of cp to change type trans.; conditions.

WTRC-FM Elkhart, Ind.—Granted authority to remain silent for period beginning June 12 and ending Sept. 10.

■ Following stations were granted extensions of completion dates as shown: WKET-FM Kettering, Ohio, to Dec. 1, and KDES Palm Springs, Calif., to Sept. 10.

Actions of August 1

■ Granted cps for following new vhf tv translator stations: Checkerboard Tv on ch. 11 Checkerboard, Mont., to translate programs of KFBB-TV ch. 5 Great Falls, Mont.; Wellsville Tv Translator Co. on chs. 8 and 10, Logan and Wellsville, Utah, (KUTV-TV ch. 2 and KCPX-TV ch. 4 both Salt Lake City, Utah); P & P Tv Inc., on ch. 7 Plains, Mont. (KXLY-TV ch. 4 Spokane, Wash.); Enterprise Tv Assn. on ch. 5 Enterprise, Utah (KSL-TV ch. 5 Salt Lake City, Utah, via tv translator station ch. 12 Milford, Utah).

KDOT Reno, Nev.—Granted change of remote control authority (secondary remote control point).

Actions of July 31

■ Granted cps for following new vhf tv translator stations: Forsyth Community Tv Relay System Inc. on chs. 6, 9, and 11 Forsyth, Mont., to translate programs of KGHL-TV ch. 8 Billings, Mont. KOOK-TV ch. 2 Billings, via tv translator station K12AU Miles City, and KGHL-TV ch. 8 Billings via tv translator station ch. 6 Forsyth, Mont.

Actions of July 28

■ Granted cps for following new vhf tv translator station: Cody Tv Club on chs. 6 and 11 Cody, Wyo., to translate programs of KGHL-TV ch. 8 and KOOK-TV ch. 2 Billings, Mont. with condition: Plateau Valley Tv Assn. Inc. on ch. 10 Mesa, Colo. (KREY-TV ch. 5 Grand Junction, Colo.); Chipita Park Tv Club on chs. 6, 9 and 2 Chipita Park, Colo. (KRDO-TV ch. 13 Colorado Springs, KCSJ-TV ch. 5 Pueblo and KKTV ch. 11 Colorado Springs, all Colo.); Eagle Butte Community Tv on ch. 9 Eagle Butte, S. D. (KPLO-TV ch. 6 Reliance, S. D.); Breckenridge Volunteer Fire Department on ch. 12 Breckenridge and Blue River Valley, Colo. (KLZ-TV ch. 7 Denver, Colo.); Parker Hill Tv Assn. on chs. 9 and 2 Del Norte, Colo. (KCSJ-TV ch. 5 Pueblo, Colo., and KGGM-TV ch. 13 Albuquerque, N. M., via tv translator station K82AC Romeo, Colo.) condition; Cotopaxi Community Tv Club on ch. 9 Cotopaxi, Colo. (KCSJ-TV ch. 5 Pueblo, Colo.); Gordon Tv Booster Club on ch. 2 Gordon, Neb. (KRSD-TV ch. 7 Rapid City, S. D., condition); Washington County Tv Dept. on chs. 12, 3, 7, 8, 13, 2, 10, 6, 4, 8 Toquerville, St. George, Santa Clara and Washington, Virgin, all Utah (KSHO-TV ch. 13 Las Vegas, Nev.) via tv translator station ch. 4, Santa Clara and Washington (Beaver Dam) KLRJ-TV ch. 2 Henderson, Nev., via tv ch. 10 Santa Clara and Washington (Beaver Dam), KLAS-TV ch. 8 Las Vegas, Nev. via ch. 6 Santa Clara and Washington (Beaver Dam), KLRJ-TV ch. 2 Henderson, Nev., KLAS-TV ch. 8 Las Vegas, Nev., KSHO-TV ch. 13 Las Vegas, Nev., KSHO-TV ch. 13 Las Vegas, Nev., via ch. 4 Santa Clara and Washington (Beaver Dam), Utah; Parker Hill Tv Assn. on ch. 13 Del Norte, Colo. (KOAT-TV ch. 7 Albuquerque, N. M. via tv translator station K76AX, Romero, Colo.) condition; Upper Bitter Root Tv Club on chs. 2 and 6 Darby and Conner, Mont. (KXLF-TV ch. 4 Butte, Mont., condition and KMSO-TV ch. 13 Missoula, Mont., condition); Browning Tv Club on chs. 11 and 13, Browning, Mont. (CJLH-TV ch. 7 Lethbridge, Alta., Canada, and KFBB-TV ch. 5 Great Falls, Mont., via tv translator station 72 Shelby, Mont., condition).

Rulemakings

Petitions Dismissed

Secs. 3.606, 3.610. American Bcstg. Co., New York, N. Y. (6-2-58)—*Request immediate adoption of policy permitting mileage reductions for limited purpose of providing third vhf channel in each of markets within first 100 which are presently allocated only two vhf commercial channels. Also requests amendment of Sec. 3.610 to permit these additional assignments requested.

*Dismissed (in part) by report and order adopted July 27, 1961 and released August 3, 1961.

Secs. 3.610, 3.606 Capitol Tv Co. Sacramento, Calif. (5-8-59)—*Requests amendment of rules by lowering minimum co-channel assignments and station mileage separations in Zone 11 from 190 miles to from 100 to 125 miles. Also requests assignment of ch. 8 to Sacramento, Calif., in lieu of ch. 40 presently assigned.

Sec. 3.606 Binghamton Press Inc. Binghamton, N. Y. (6-26-59)—*Requests initiation of rule making proceeding looking toward allocation of either vhf Channel 4 or 9, or both, to Binghamton, N. Y.

Sec. 3.606 WHP Inc. Harrisburg, Pa. (7-15-59)—*Requests assignment of ch. 12 to Harrisburg, Pa., by making proposed changes, as set forth in original release of July 17, 1959.

Sec. 3.606 Veterans Bcstg. Co. Rochester, N. Y. (8-24-59)—*Requests allocation of ch. 7 to Binghamton, N. Y.

Sec. 3.606 Waco Bcstg. Corp. Waco, Tex. (1-29-60)—*Requests allocation of ch. 12 to Waco, Tex. and waiver of standard mimimum spacing requirements of Sec. 3.610 of rules in order to permit proposed allocation.

Sec. 3.606 Pennsylvania State University State College, Pa. (12-30-60)—*Requests amendment of rules so as to allocate vhf ch. 3 to State College, Pa. and reserve it for educational use, at separation of 157 miles from WRCV-TV Philadelphia, Pa., and 163 miles from WSVA-TV Harrisonburg, Va.

Sec. 3.606 Winnebago Tv Corp. Rockford, Ill. (3-14-61)—*Requests that changes be made in Table of Assignments relating to Madison, Wis. and Rockford, Ill., as set forth in original release of March 17, 1961.

Sec. 3.606 WXIX Inc. Milwaukee, Wis. (3-14-61)—*Requests (1) amendment of rules so as to add ch. 8 for use in Milwaukee, Wis., and (2) for simultaneous issuance of authority to WXIX Inc. to operate its station WXIX-TV concurrently on chs. 8 and 18 from common trans. location.

Sec. 3.606 Telecasting Inc. Pittsburgh, Penna. (3-22-61)—*Requests assignment of vhf ch. to Pittsburgh, Pa., to permit operation of competitive independent station in that market, by utilization of one of three plans set forth in original release of March 24, 1961.

Sec. 3.606 Lester Kamin Houston, Tex. (3-23-61)—*Requests assignment of ch. 5 to Houston, Tex. by making following proposed changes:

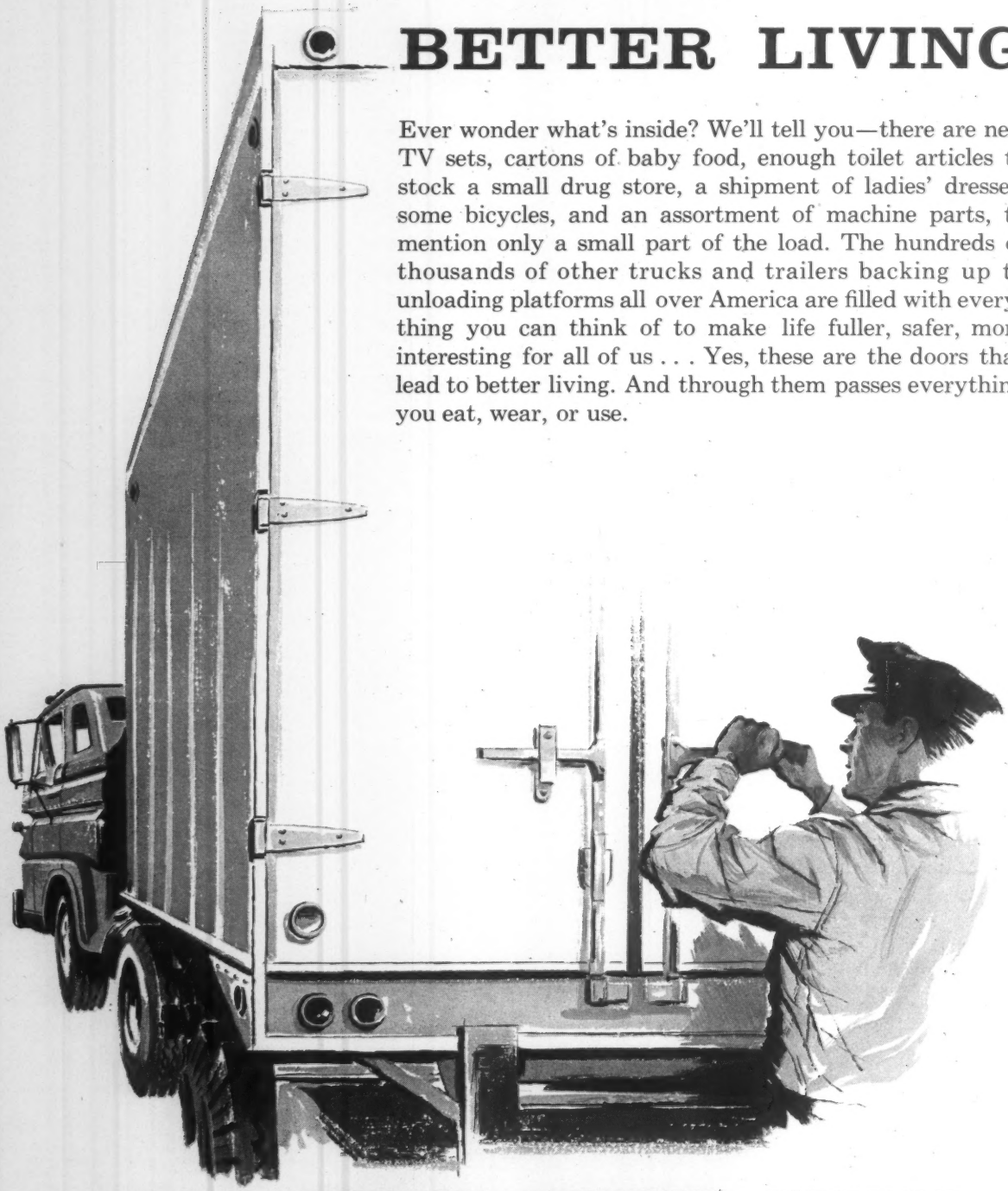
Present
Houston, Tex. 2, *8, 11, 13, 23, 29, 39

Proposed
2, 5, *8, 11, 13, 23, 29, 39

*Dismissed by Report and Order adopted July 27, 1961 and released August 3, 1961.

DOORWAY TO BETTER LIVING

Ever wonder what's inside? We'll tell you—there are new TV sets, cartons of baby food, enough toilet articles to stock a small drug store, a shipment of ladies' dresses, some bicycles, and an assortment of machine parts, to mention only a small part of the load. The hundreds of thousands of other trucks and trailers backing up to unloading platforms all over America are filled with everything you can think of to make life fuller, safer, more interesting for all of us . . . Yes, these are the doors that lead to better living. And through them passes everything you eat, wear, or use.



AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

OUR RESPECTS to Seymour Reed, president, Official Films Inc.

The syndication 'bottom' has 'flattened out'

Seymour Reed, president of Official Films Inc., New York, beams pleasantly when industry acquaintances ask him to explain Official's resurgence over the past 18 months. Frequently, by way of reply, he quips: "The harder you work, the luckier you get."

Mr. Reed would be the first to acknowledge that this is too pat an answer. But he is convinced that Official's climb from the throes of early 1960 can be attributed in part to "the long hours and diligence by the entire staff, from the office boys up." For Mr. Reed, long hours and hard work have been an accepted fact-of-life throughout his business career, but, he says, he was "fortunate to have people around who would work along with me every step of the way."

Progress Charted ▪ An accountant and investment counselor by education and experience, Mr. Reed charts Official's financial growth in these terms: in the first half of fiscal 1960-61, ended last Dec. 31, the company showed a profit of $92,000, as contrasted with a pre-tax loss of $1.5 million for the corresponding period of fiscal 1959-60. Figures have not been compiled for the entire fiscal 1960-61, but Mr. Reed's projection is that the balance sheet will show "substantial improvements in both gross earnings and profits."

Why the turnabout? Mr. Reed explains the answer is tied up with the field of tv film distribution as it has emerged over the past three or four years.

"You must remember that tv film syndication has been suffering for three or four years, largely because the market was glutted with programs," Mr. Reed points out. "The market was a strong one for buyers. Stations had so much to choose from that they could pretty well control prices."

When Mr. Reed assumed the presidency of Official Films in February 1960, he realized that the key to success was to "give stations and their viewers what they wanted and what was not easily available."

Right Climate ▪ The climate was appropriate in 1960 for informational type programs. The growing popularity of the network documentary and other news-in-depth programming attracted Mr. Reed's attention and persuaded him that local stations would be amenable to syndicated films of an informational nature. Official developed a cluster of programs that fit this format—*Almanac*, 377 five-minute episodes dramatizing an historical event on a particular day of the year; *Greatest Headlines of the Century*, 260 five-minute segments relating important news events, and *Sportfolio*, 260 one-minute episodes re-enacting thrilling moments in the world of sports.

"We have had wonderful acceptance of these programs, at home and abroad," Mr. Reed comments.

Mr. Reed also foresaw an expanding market for off-network programs. This was understandable because for many years Official had handled for syndication such former network series as *Robin Hood, My Little Margie* and *Foreign Intrigue*.

"The depressed status of the syndication field in 1958, 1959 and 1960 led to fewer and fewer first-run syndication films being produced," Mr. Reed notes. "I felt the market was ripe for quality network programs that had attracted an audience. We negotiated for and purchased the rights to such proven properties as *Peter Gunn, Yancy Derringer, Mr. Lucky* and *Wire Service*. Sales on these programs will reflect themselves in the last half of the 1960-61 fiscal year but more importantly for next year."

'Soft-Sell' Salesman ▪ Mr. Reed is a tall, soft-spoken man of medium build who projects modesty and solidity. He is not in the rapid-fire, talk-it-up tradition of television salesmen; he could be termed a disciple of the "soft sell." But colleagues stress that although he is not primarily a salesman, he often picks up a telephone and, quietly but persistently, "talks stations and agencies into some of our biggest sales."

His associates point out he is a capable organizer and administrator who rarely is ruffled by the tensions engendered by a highly competitive business. He likes to banter with his subordinate executives and often says in jest, "I don't run them; they run me."

Official's Reed
Hard work and/or luck

Seymour Reed was born on Aug. 12, 1915, in Mount Vernon, N. Y., and still makes his home in that suburban New York community. He was graduated from Mount Vernon High School in 1933 and attended the New York Stock Exchange Institute in 1933-37.

He worked as an investment analyst for Bache & Co., New York, after completing his studies at the institute. In the evenings he studied accounting at the New York U. School of Commerce. In 1939, he was appointed to head the cost accounting unit for the Third Naval District in New York, and supervised the work of approximately 90 certified public accountants. He remained there until 1945 when he joined the U. S. Internal Revenue Service as an agent for one year. From 1946 until he was appointed controller of Official Films in 1949, Mr. Reed operated his own accounting and tax consultancy firm in New York.

His business acumen soon was recognized at Official. Shortly after joining the company, he was appointed treasurer and in 1956 he was elected executive vice president. In February 1960, he was named president and chief executive officer.

From his long and continuous service with Official, Mr. Reed has learned that tv film syndication is a "high risk" business. The vicissitudes of the industry have been such that today there are few independent syndicators still functioning. (The large bulk of distributors are those attached to a network—CBS Films, NBC Films, ABC Films—or those allied with a strong production company—Screen Gems, MCA-TV or Ziv-United Artists.)

He is proud that Official has withstood the economic assaults of the past few years and, as a financial man, cites this yardstick: "In the past 18 months, Official's stock, traded over the counter, has risen from $1 to about $4."

Mr. Reed is married to the former Florence Blatt of Mount Vernon. They have three children—Phyllis, 18, an incoming freshman at Skidmore College; Carolyn, 14 and Alan, 4. For relaxation, Mr. Reed played bridge at tournaments throughout the country for 25 years, but has stopped.

Both his working days and many of his weekends, he confesses, are devoted to consolidating the gains that Official has made under his stewardship. He is confident that "the bottom" of the syndication business has "flattened out" and companies that have survived will prosper and expand.

Uncensored

THE seminar on broadcast regulation at Northwestern U. Aug. 4-5 was among the more useful dialogues on that troublesome subject in recent years. It cannot be said that any participant disabused another of preconceived views or that anyone emerged a winner or a loser. It can be said, however, that the seminar itself was an eloquent argument on behalf of free speech. The transcript, when finally published, will be required reading for anyone who wishes to become informed on the conflict between those who reject and those who admire government interference in radio-tv.

It was not a case of one side unalterably lining up against another. There were shades of opinion between both extremes. In this respect the seminar was a healthy departure from the adversary type of argument that has obtained in other forums of recent times.

If nothing else, it proved that diversity of opinion is fundamental in American society. It was the kind of diversity the First Amendment was written to protect.

Much ado about what?

AS REPORTED here last week the Census Bureau is in a tizzy over preliminary estimates that show a better than four-point drop in the percentage of U. S. homes having radios in 1960 as compared with 1950.

Radio researchers are in a tizzy too.

If the 1960 preliminary figure turns out to be right, it could mean that researchers have been working for the past 11 years with inflated 1950 figures. Or maybe it will be proved that the figures for both years were right but that they were measurements of different things owing to differences in the techniques of obtaining the information.

The latter possibility was raised in a BROADCASTING report last week. There were different questions asked in 1950 and 1960; the definition of a household was changed; the methods of collecting the answers were different. It is entirely possible that these differences were the reasons for the 95.7% radio penetration calculated in 1950 and the 91.3% preliminarily estimated in 1960.

It is important, of course, that statisticians finally wind up with radio figures that are reliable. But we wonder if it is vitally important to the broadcaster or the advertiser whether penetration is 91.3% or 95.7%. The fact is that both radio and television are so near total saturation in this country that the number of homes without both is of little practical consequence.

No matter what the final figures show, it is evident that radio will turn up in better than 90% of all U. S. homes. And television is within a whisper of that penetration. A Census Bureau survey last May showed television in 89.4% of all homes.

Circulation of that magnitude can be considered total.

Dearth of debate

RICHARD L. STROUT, Washington correspondent for the *Christian Science Monitor,* reports in a recent article that debate has almost disappeared from the United States Senate. "Senators," he says, "would mostly rather make their big speeches on radio and television."

The Senate likes to be known as the greatest deliberative body in the world. Yet it is a rarity these days to find senators in head-to-head debate.

There is a ready remedy for this lamentable situation. All that has to be done is to amend the archaic rules of either or both houses of Congress to permit direct broadcasts by radio and television of their proceedings.

There is plenty of precedent. Several state legislatures allow broadcast pickups. Even the Senate permits live pickups of committee sessions at the discretion of the committee chairman. The United Nations sessions are available for broadcast (and the UN constitutes an international parliament). Many courts now permit direct pickups, having learned that microphones and cameras are unobtrusive and do not disturb the decorum of the court room.

If members of Congress knew that they would be on camera and live mikes, we predict a new era of Congressional oratory would bloom. The problem of leadership then would be to keep debate within manageable limits.

One of Mr. Strout's observations—an accurate one, we can report from personal knowledge—was that visitors to Washington who hope to see the Senate in action are usually disappointed. What they anticipate is an historic chamber filled with serious-minded legislators threshing out, in articulate debate, the great questions of the day. What they see, upon arrival in the Senate gallery, is a virtually empty chamber containing here and there a senator dozing while one mumbles a prepared speech.

As long as the galleries consist only of transient gawkers, the Senate does not feel it is really on display. Can you imagine what would happen if the whole country could see what was going on?

Earle C. Anthony

MOST of radio's founding fathers were unusual men. Such a man was Earle C. Anthony, who died last week at the age of 80.

Earle Anthony was a controversial figure from the day he started KFI Los Angeles, in 1922. He was president of the NAB in 1927-28. He was also one of the pioneers in the automotive field and started the first gasoline station by putting a canopy over the pumps at a corner location in Los Angeles. Despite many tempting offers and ill health, he maintained ownership of KFI from its founding.

"The outstanding characteristic of Earle C. Anthony was his indomitable pioneering spirit. . . . He brought to radio a refreshing zest for life; a never-satisfied feeling of accomplishment because there was so much to be done which had not even been attempted. . . . His name one day will be inscribed in Broadcasting's Hall of Fame."

These quotes are not ours. They are from William S. Hedges, who retired a few months ago as a vice president of NBC, with which network KFI was affiliated from NBC's start. Mr. Hedges succeeded Mr. Anthony as NAB president. We subscribe to Mr. Hedges' eulogy.

Drawn for BROADCASTING by Sid Hix

"They're watching Jack Paar!"

From sign-on to sign-off, Sunday

through Saturday, KSTP-TV is

FIRST in audience* in Minneapolis-

St. Paul's 810,800 TV homes!

ARB TOTAL AREA REPORT, JUNE, 1961

KSTP television

Basic NBC Affiliate 100,000 WATTS

MINNEAPOLIS · ST. PAUL

"The Northwest's Leading Station"

CHANNEL **5**